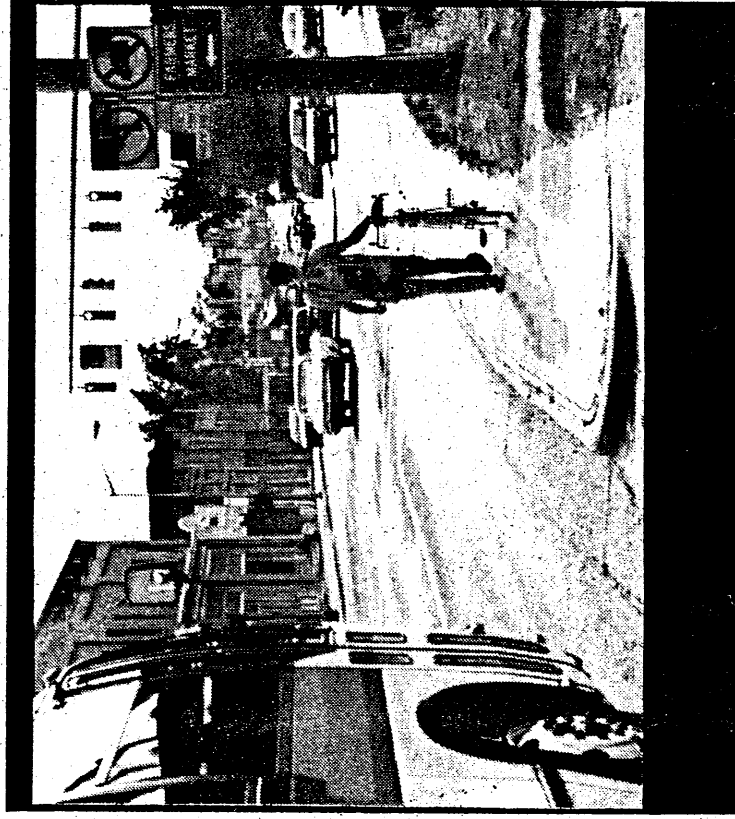

Carrboro Downtown Business District
GUIDELINES for DESIGN



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Town of Carrboro Board of Aldermen

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The original document was compiled and © 1990 by Lucy Carol Davis Associates.

The document was amended by the Town of Carrboro Staff and approved by the Board of Aldermen April, 1993.

TABLE OF CONTENTS

<u>Page #</u>	
i . .	Introduction
ii . .	How This Document is Organized
1 . .	I. Downtown Goals
2 . .	II. Guidelines: Site Development and Landscape Character
3 . . .	A Collage of Subdistricts
5 . . .	Transportation Network
7 . . .	Mosaic of Shops and Services
9 . . .	Welcome Residential Uses
11 . . .	Necklace of Green Spaces
13 . . .	Public Parking Pool
15 . . .	Pedestrian Pathways
17 . . .	Pedestrian Crossing
19 . . .	Hierarchy of Lighting
21 . . .	Urban Color Code
23 . . .	Public/Private Setback Zone
25 . . .	Sidewalk Amenities
27 . . .	Bikeways and Racks
29 . . .	Service Courtyards
31 . . .	Placemaking with Plants
33 . . .	Encourage Small Projects
35 .	III. Guidelines: Building Form and Architectural Character
36 . . .	Take Cues from Your Neighbor
38 . . .	Hierarchy of Building Height
40 . . .	Shade and Shelter with Architectural Elements
42 . . .	Connections to Earth and Sky
44 . . .	Art in Public Life
46 .	IV. Application of Guidelines to Specific Districts
47 . . .	I. East Main Street
51 . . .	II. Historic/Commercial Area
55 . . .	III. West Main/Weaver Streets
59 . . .	IV. Old Industrial/Commercial Area
63 .	APPENDIX I
65 .	References

Carrboro Downtown Business District

GUIDELINES for DESIGN



Introduction

How This Document Is Organized

Introduction

Carrboro's Central Business District has the beginnings of a lively, successful downtown with great potential for growth in the 1990's. This growth will best benefit the town if it happens in ways that protect and enhance the positive characteristics of the District and improve those aspects which, at present, do not contribute to the Downtown's physical appearance and economic viability.

In an effort to achieve this kind of change and growth, the Planning Staff and Town Officials in Carrboro requested the development of Design Guidelines for the Downtown Business District. Lucy Carol Davis Associates was hired to develop these Guidelines with input from the public, planning staff and town officials. This document is the result of the work of many professionals, residents and friends of the Town of Carrboro. The Carrboro Board of Aldermen adopted these guidelines as policy on March 10, 1992.

The design goals and guidelines presented here are to be used as part of the process for positive change in the built environment of Carrboro's Downtown Business District.

How This Document is Organized

Design Goals

During workshops and discussions with residents, town staff and town officials, issues have come up which are clearly greater in scope than can be addressed within a specific guideline. Many of the ideas deal with what Carrboro's downtown could be like. Other ideas identify strategies for effecting change. We list and summarize these ideas under Section I: **Downtown Design Goals**.

Design Goals provide the general vision and intentions for the development of an area. They are the overall philosophy that guides action. Goals can usually be achieved by the implementation of many strategies and small actions over a period of time.

Section I: Downtown Design Goals provides a framework for change and growth in the Downtown Business District. The goals state the long term, collective intentions for evolutionary development within this District. They can be

achieved by repeated implementation of the guidelines over a long period of time.

Guidelines for Design

Guidelines are the directions which provide for positive change over time in the built environment. They suggest a process by which planning can occur incrementally according to predetermined goals.

Guidelines differ from zoning and from master planning. Zoning enforces a minimum standard by regulation. The advantages of guidelines is that they provide a positive vision for the evolution of a desirable, although not wholly predetermined future that can be achieved in small increments and by many small projects.

Some guidelines are most appropriately implemented by public policy or public works projects while others are more appropriately implemented by private owners or tenants.

The guidelines in this document provide a positive direction for the evolution of the Downtown Business District according to the stated goals. They address issues that significantly affect the character of the Downtown. *Their primary purpose is to influence the character of improvements and new development in the Downtown so that it preserves its positive qualities while allowing for growth and change.* The issues identified in the Guidelines are critical to the Downtown areas and should be considered by owners, developers, builders, landscape architects, and architects in preparing projects for the downtown district as well as used by the town's planning staff and advisory boards in reviewing project proposals.

The Guidelines are grouped in two categories. Those that deal with Site Development and Landscape Character are listed in Section II. Those that deal with Building Form and Architectural Character are listed in Section III. Each Guideline is presented in the same format. A short problem statement on the

left hand side of the page is followed by discussion of the problem. On the right hand side of the page possible solutions to the problem are presented, followed by a list of other Guidelines that relate to the one at hand. Each Guideline is illustrated by visual examples (diagrams and/or photographs). The character of Carrboro's Downtown Business District is defined by the character of its subdistricts: The East Main Street area, the Historic/Commercial area, the West Main/Weaver Street area and the Old Industrial/Commercial area. We have applied the Guidelines to each of these subdistricts and have developed a list of suggestions about what should be *encouraged*, *considered* and *discouraged* in each subdistrict. The suggestions are organized under **Site Design and Building Design** and are included in **Section IV: Application of Guidelines to Specific Districts**.

Application of Guidelines to Specific Districts

In **Section IV** the Guidelines For Design have been applied to each of the four subdistricts of Carrboro's Downtown Business Districts:

Subdistrict I: East Main Street Area

Subdistrict II: Historic/Commercial Area

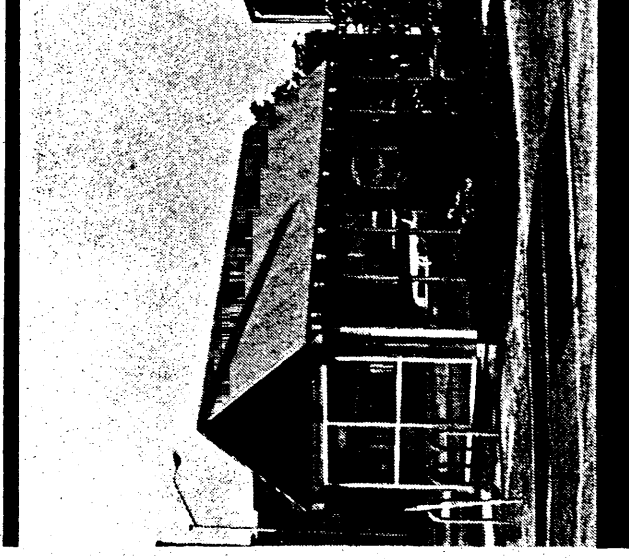
Subdistrict III: West Main/Weaver Street Area

Subdistrict IV: Old Industrial/Commercial Area

The recommendations are listed in three categories: **Encourage** (in all cases), **Consider** (in special cases), **Discourage** (in all cases).

Carboro Downtown Business District

GUIDELINES for DESIGN



Recommendations

Design Goals

Guidelines for Design

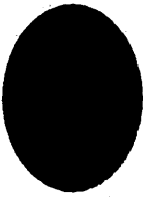
I. Downtown Goals

1. Promote the development of an identifiable downtown center which is filled with lively, economically viable activity.
2. Improve the quality of the physical environment in the downtown by creating a high level of expectation in the quality of downtown development at all scales.
3. Preserve and improve the distinctive visual and architectural character of each of the four subdistricts in downtown Carboro.
4. Provide for a concentration of a wide variety of goods, services and activities in the downtown area.
5. Sponsor art, cultural and special events to attract people to the downtown area.
6. Create a distinctive and continuously landscaped street and open space character.
7. Identify access to convenient downtown parking areas and improve their landscaping and organization.
8. Strengthen the pedestrian character of the downtown and create new pedestrian linkages.
9. Encourage residential development in an area adjacent to the downtown neighborhoods on vacant land. Protect and maintain the well being of the existing residential communities adjacent to the downtown, which communities' preservation is important and vital to the downtown and the community as a whole.
10. Improve maintenance and encourage small scale improvements to existing buildings and sites.
11. Promote incremental growth and development.

II. Guidelines: Site Development and Landscape Character

- 3 A Collage of Subdistricts**
- 5 Transportation Network**
- 7 Mosaic of Shops and Services**
- 9 Welcome Residential Uses**
- 11 Necklace of Green Spaces**
- 13 Public Parking Pool**
- 15 Pedestrian Pathways**
- 17 Pedestrian Crossing**
- 19 Hierarchy of Lighting**
- 21 Urban Color Code**
- 23 Public/Private Setback Zone**
- 25 Sidewalk Amenities**
- 27 Bikeways and Racks**
- 29 Service Courtyards**
- 31 Placemaking with Plants**
- 33 Encourage Small Projects**

A Collage of Subdistricts



When downtown business districts become large and uniform, they lose their sense of being special and are no longer memorable.

Downtown Carrboro is fortunate to be made up of four subdistricts each of which has a distinctive visual and architectural character reflecting the original functions of the area. Currently, these areas are being used for similar uses, mainly commercial. When buildings of an architectural character not found within a particular subdistrict are suddenly introduced they are jarring, discordant elements.

Subdistrict I: East Main Street Area 200-400 blocks of East Main to Merritt Mill from Rosemary to the 100 block of East Main 100 Block of Merritt Mill and Brewer Lane

This area is an entrance to Carrboro. Quality design in this area is extremely critical to the impression received by people as they proceed into Carrboro through this area. This subdistrict is characterized by one or two story buildings with flat roofs located near the street, often with no side setbacks. The facades of the buildings are important in defining the street as a scape and the character of this area.

The highest densities and tallest buildings in downtown Carrboro can potentially occur in this subdistrict. Roof forms can be de-emphasized in this subdistrict since defining the street as a space with the facades of buildings is the critical urban design characteristic.

Subdistrict II: Historic Commercial Area 100 blocks of Main and Weaver, Carr Mill Mall area.

This area is characterized by a predominance of tall, one and two story brick buildings with flat roofs and wood-framed storefronts built to the sidewalks. There are irregular rear building lines

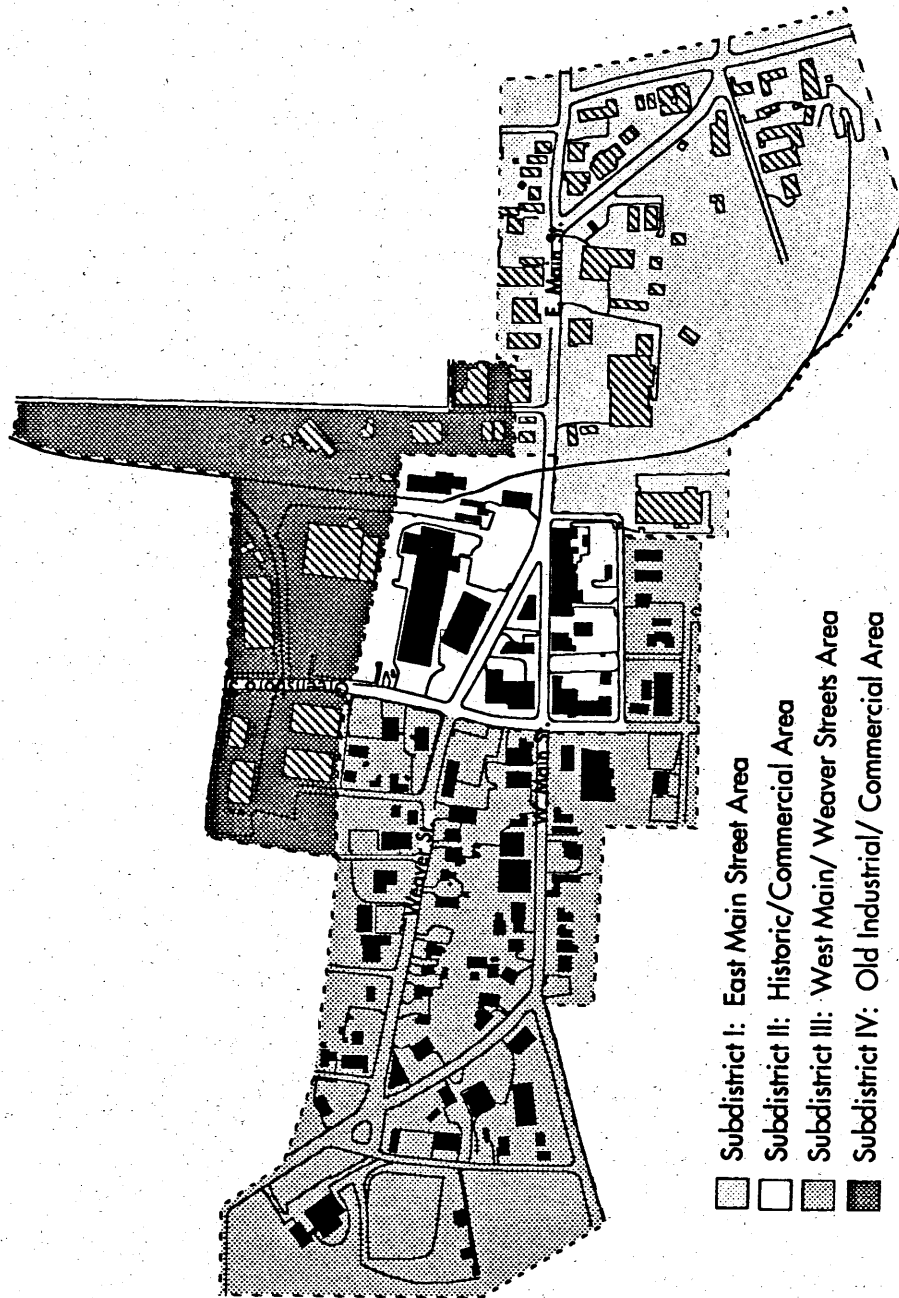
and no front or side setbacks. Building facades in this area are vital to defining the street's character and its usefulness as space.

Subdistrict III: West Main/Weaver Streets 100 to 500 blocks of West Main 100 to 400 blocks of Weaver Street, Roberson Street

This area is characterized by traditional mill houses that have been converted into commercial uses as well as some small-scale commercial structures. The maintenance of the scale and ambiance of Weaver Street through the adaption of the mill houses and quality new construction should be continued.

Subdistrict IV: Industrial/Commercial Area Encompassing the commercial area north of Short Street and the old Carr Mill building, east to Lloyd Street

This area is characterized by varied setbacks, flat roofs and varied building sizes. The buildings and sites in this subdistrict have the greatest potential for improvement. The Downtown Business District (especially the East Main Street Subdistrict) has the opportunity to expand in this direction. Industrial uses should remain with repair and maintenance of facilities with retail and other general commerce coming in as the market allows. Services which are ancillary to retail and office such as printers, car shops, supply wholesalers, repair shops, and studios should be encouraged to locate here. Buffer zones to the adjacent residential areas are needed, as are pedestrian connections to the residential and retail-office areas of downtown.



- Subdistrict I: East Main Street Area
- Subdistrict II: Historic/Commercial Area
- ▨ Subdistrict III: West Main/ Weaver Streets Area
- Subdistrict IV: Old Industrial/ Commercial Area

Comparison of Proposed Districts to Existing Zoning:

- Proposed Subdistrict I includes B1-G and B1-C
- Proposed Subdistrict II includes B1-C
- Proposed Subdistrict III includes B1-C, B-2, and B1-G
- Proposed Subdistrict IV includes CT and M-1

Maintain distinctive visual and architectural character of the four subdistricts in Downtown Carthboro.

The identified subdistricts are:

- Subdistrict I: East Main Street
- Subdistrict II: Historic/Commercial Area
- Subdistrict III: West Main/Weaver Streets
- Subdistrict IV: Old Industrial/Commercial Area.

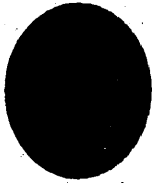
Specific recommendations based on the character of each subdistrict are described in Section IV: Application of Guidelines for Specific Districts.

Buildings near the lines of the two subdistricts need to relate to both subdistricts (see: Take Cues from Your Neighbor). A hard visual line should not be developed between subdistricts.

Related Guidelnes:

- Transportation Network
- Take Cues from Your Neighbor
- Hierarchy of Building Height

Transportation Network

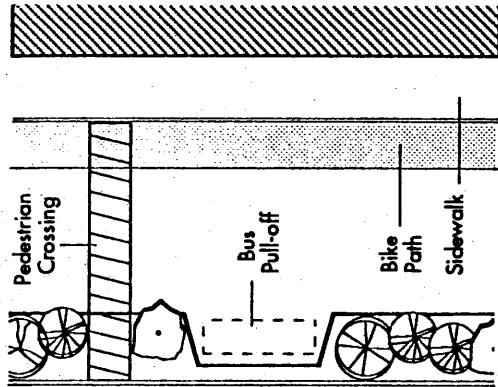


At the present time transportation systems, trains, buses, automobiles, bikes, and pedestrians, work independently and are frequently in conflict with one another.

A viable downtown business center is one that provides convenient vehicular and pedestrian access in order to attract great numbers of people and supports the retail and commercial activities in the center. Transportation to and within the business district must be carefully planned to avoid conflict among the various modes of transportation.

Carrboro currently accommodates a bus system, an occasional freight train, and a biking system in addition to automobile and pedestrian traffic. Little has been done to interface these systems and to permit them to coexist in a supportive way. Synchronized lights, which are planned for Carrboro, will help pedestrian and bicyclist movement in town.

Carrboro has more than enough vehicular traffic to support a healthy commercial environment. Traffic moves through town slowly, which allows drivers and passengers time to see what the downtown has to offer. Because there is so much traffic, however, streets become barriers to pedestrians and bicycles, whose needs are not given as much consideration as those of motor vehicles. This pattern needs to change. Pedestrian and bicycle paths need to be completed throughout the downtown. Intersections between transportation systems need to be clearly defined with more emphasis on the flow and safety of pedestrians and bicycles.



Define downtown walkways and pedestrian crossings.

Provide pedestrian and bicycle links to districts surrounding the downtown.

Complete gaps in the bicycle path system. Provide improved access and identification of existing and additional downtown parking for both cars and bikes.

Increase the use and encourage the extension of the existing mass transit system in Carboro to connect with Chapel Hill and the rest the Triangle Region.

Investigate the possibility of:

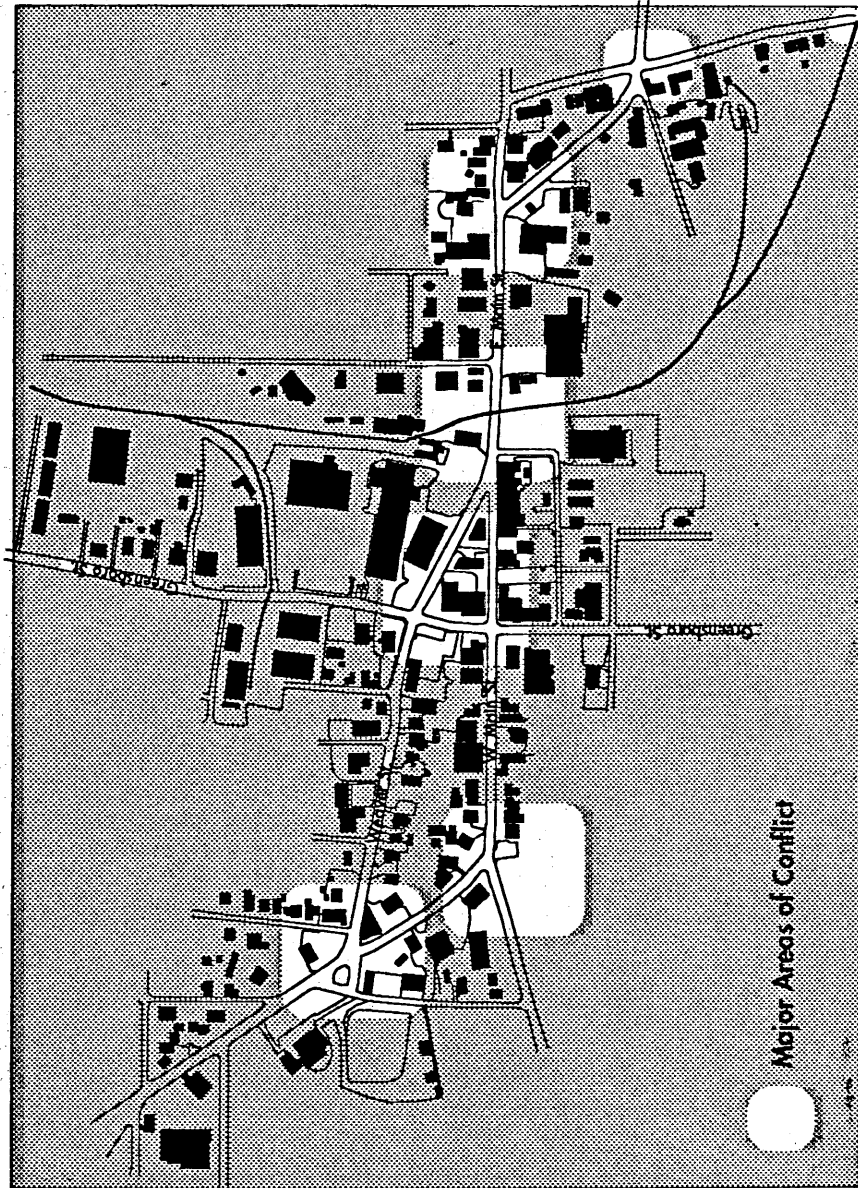
A. Providing bus pull-off areas which do not inhibit other vehicular traffic and pedestrian flow.

B. Developing alternative slow speed streets through the downtown area to alleviate traffic congestion and open opportunities for additional downtown development. Keep all motor vehicle traffic moving at a safe speed through downtown.

Establish computerized and synchronized light system.

Related Guidelines:

- Necklace of Green Space
- Public Parking Pool
- Pedestrian Pathways
- Pedestrian Crossing
- Bikeways and Racks



DOWNTOWN DESIGN GUIDELINES

Mosaic of Shops and Services



Downtowns need a broad variety of essential and non-essential goods and services in order to attract a customer base sufficient to maintain economic well-being.

Businesses which benefit a downtown area are those which attract a lot of people. Essential and specialized services also provide good reasons for people to visit the downtown. When people visit downtown Carrboro to shop at a specialty grocery store, have their cars repaired or take an art class, they have the opportunity to discover the other shops and services nearby without making a special trip. It is therefore desirable to encourage a great variety of businesses which cater to the public to locate downtown. As a complex mosaic of shops and services is developed, people are increasingly attracted to the bustling and festive downtown environment.

Pedestrian traffic is critical to downtown businesses if they are to gain the maximum benefit from their association by location. Pedestrian links must also connect shops to clearly marked parking areas as well as to bicycle paths and racks.

Ideally, all downtown stores should be linked with a continuous network of pedestrian walkways. Gaps in the network of pedestrian connections create perceived barriers which discourage downtown visitors from discovering much of the downtown. People do not like to walk across busy roadways with no pedestrian crosswalks, past vacant or run-down properties, past many businesses which do not cater to the public or across large unshaded parking lots. People like to walk along pleasant landscaped and lighted walkways past varied and interesting storefronts and other activity nodes.

Diverse businesses are also supported when people live in the downtown and as a result patronize the businesses nearby for their commercial needs. Carrboro should consider supporting housing in areas adjacent to the downtown on vacant land.

Mosaics are intriguing because they are made from small, varied parts that maintain their individuality while contributing to the total composition. In a similar manner Carrboro's downtown shops and services can work together while maintaining their individuality.

Encourage a wide variety of businesses which cater to the public to locate downtown, especially at street level. Make the range of goods and services available downtown as broad as possible.

Provide good pedestrian connections which link all of these businesses.

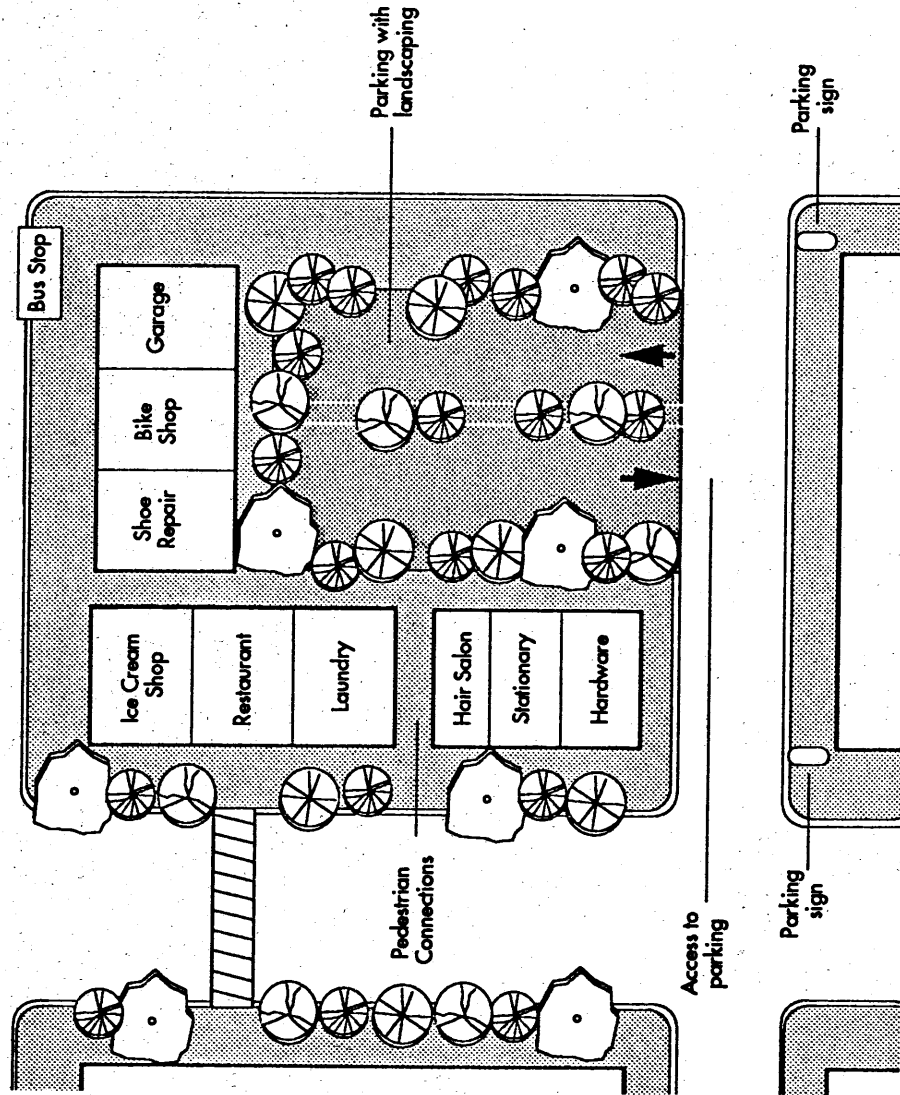
Make it easy for people to visit downtown by providing convenient and clearly marked parking areas along the pedestrian connections.

Encourage bicycle traffic by routing bikes through the downtown on separate bike paths. Support public transportation serving the downtown by joining bus stops to the pedestrian path system.

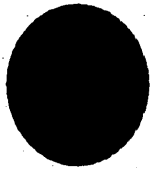
Encourage downtown businesses to cater to the public with extended hours of operation, consolidated advertising and promotions and by making small scale visual improvements wherever these are needed.

Related Guidelines:

- Welcome Residential Uses
- Necklace of Green Spaces
- Public Parking Pool
- Pedestrian Pathways
- Pedestrian Crossing
- Hierarchy of Lighting
- Sidewalk Amenities
- Service Courtyard
- Encourage Small Projects



Welcome Residential Uses



At present Carrboro has some residential units within the downtown area and strong residential neighborhoods adjacent to the downtown area.

Downtown residents promote a lively and safe environment. Without permanent downtown residents, the merchants must depend on daytime business and on the business they can attract back in the evening for specialty and restaurant uses. Residents in the downtown area provide a constant customer base during the day and the night. With the potential of greater customer demand, a greater variety of businesses might be encouraged to remain open in the evening.

Residents provide indirect surveillance both day and night contributing to the sense of safety in the area. At any time of the day or night, one can expect people to be coming or going. Those who live in the area will also be sensitive to abnormal situations and be able to indirectly monitor any unusual activity.

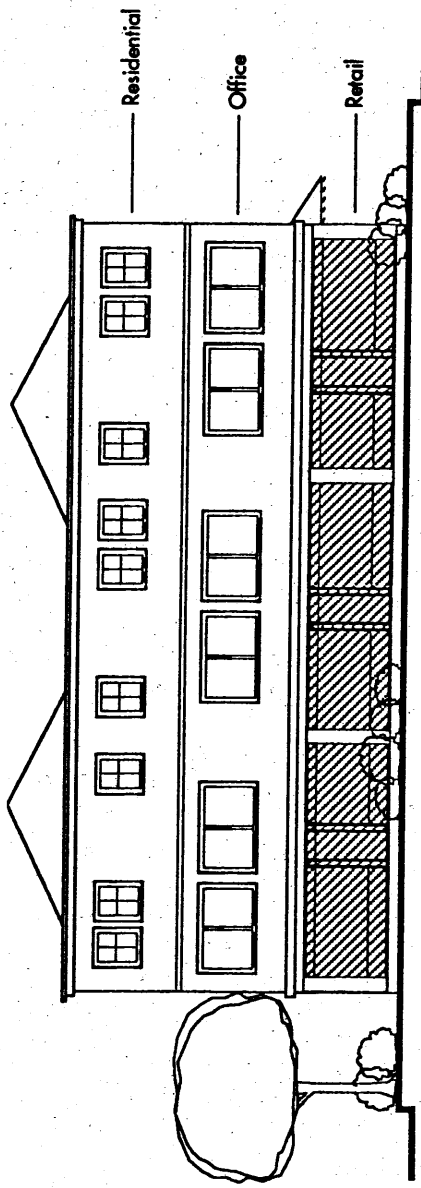
Residential uses at upper levels of downtown buildings have an additional advantage. They provide activity at upper levels which greatly contribute to the character and liveliness of the street. For example, imagine a downtown street lined up with buildings which are only one story or with buildings whose upper stories have no openings to the street. The buildings do not contribute to the activity life of the street. Residential uses (and to some degree office uses) at upper levels provide human activity and interest while creating a special place in every part of every street. Windows, balconies, doors at upper levels, create opportunities for a colorful awning, a special curtain, a flower box, a window lit

Related Guidelines:

- Mosaic of Shops and Services
- Necklace of Green Spaces
- Pedestrian Pathways
- Pedestrian Crossing
- Hierarchy of Lighting
- Sidewalk Amenities
- Bike Paths and Racks
- Placemaking with Plants
- Encourage Small Projects

at night, someone leaning over a window sill or reading the paper on a balcony.

It is possible to increase the density of people living in Carrboro's downtown district without substantially increasing the land area covered by buildings. The traffic and parking requirements should be largely compatible with commercial needs during business hours and residential uses are encouraged on upper levels. Adjacent residential neighborhoods can also contribute to a lively downtown, their integrity is preserved from commercial encroachment while providing good pedestrian connections to downtown. Carrboro needs identifiable neighborhoods. In particular, these neighborhoods need to be protected from traffic.

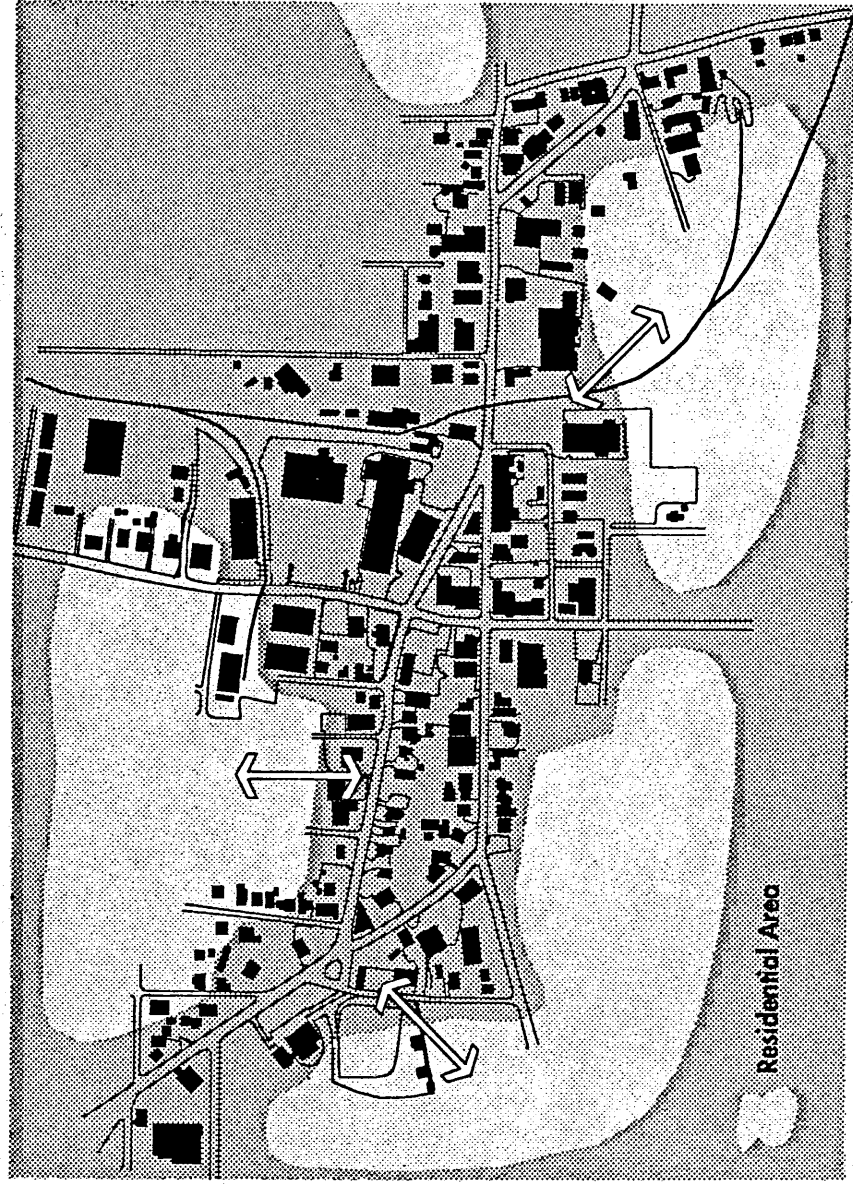


Encourage the development of housing (apartments) above commercial uses in the Downtown Business District. Mixed residential and commercial uses are allowed in Carrboro's downtown commercial zoning districts.

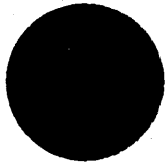
Increase allowable density in areas zoned commercial by allowing an additional floor if developed for residential uses.

Make well-lit, landscaped pedestrian connections from these neighborhoods to the downtown area.

Reinforce a sense of boundary between the Business District and adjacent neighborhoods: Protect them from commercial encroachment; Restrict through traffic; Distinguish them with lighting and landscaping elements which are different from the Business District; Articulate pedestrian and vehicular entrances which are clearly marked.



Necklace of Green Spaces



When the Central Business District lacks green spaces it becomes oppressive, harsh and inhospitable to human activity. People flee to the comforts of the suburban malls and the downtown becomes devoid of activity in the public places.

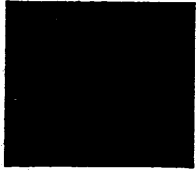
There is very little green space available in the Central Business District which can be used by the public for informal gatherings and as landscaped pathways for pedestrians, bicyclists and drivers.

Green space is necessary for a comfortable pedestrian environment. The existing green spaces in downtown Carrboro are isolated, primarily very small, and they fail to encourage pedestrian movement from one area to another.

Different kinds of green spaces serve different purposes--street trees and plantings provide an edge and define outdoor spaces, act as a barrier from traffic, help shield parking, and can be used to define pathways. Trees provide both shade and seasonal color changes. Grass acts as a visual softener set against the paved streets and sidewalks of the area.

Carrboro needs more green spaces of all types. Existing green spaces need to be uniformly maintained. Landscaping in existing planters needs to be pruned and appropriate varieties of plants should be carefully selected for survival charac-

teristics in the urban environment. Some green spaces are long and thin and are used to define and shelter pedestrians and vehicular circulation. Larger green spaces should be developed as outdoor rooms. These can support both formal and informal social activities and special events. Smaller green spaces feature special plantings or public art. These might occur as alcoves along a landscaped pathway that link centers of activity in the downtown. The positive effects of green spaces are greatest when all of them are linked in an uninterrupted network.



Preserve existing green spaces.

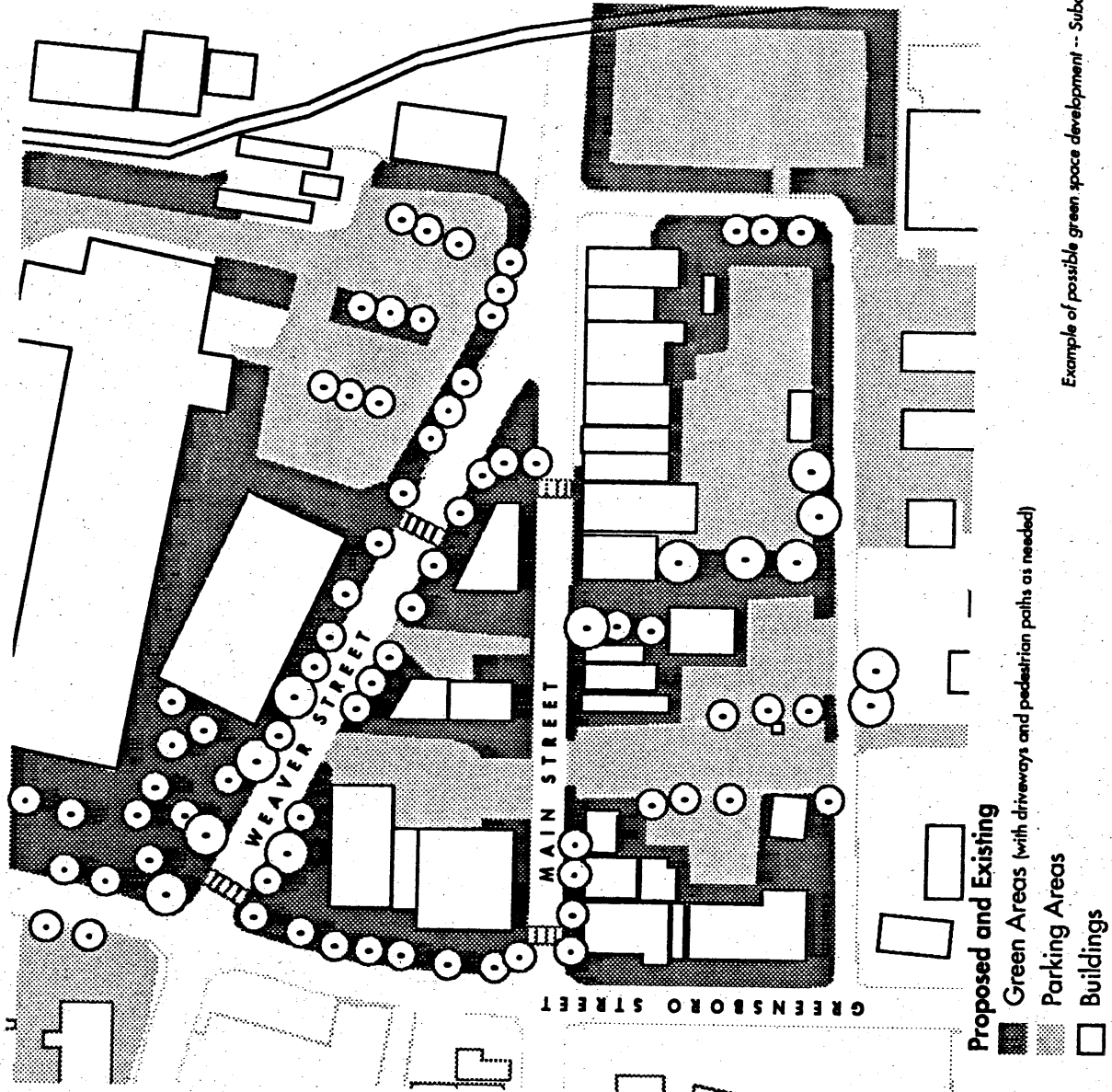
Connect larger green spaces and smaller green spaces with landscaped pathways--like a strand of beads is held together by a string--so that pedestrians can walk between open spaces along landscaped pathways.

Consider all vacant areas large and small as opportunities for additional green space with the goal of having at least one small green space (minimum 100 square feet) in every block.

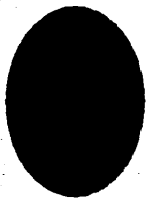
Encourage the use of trees and landscaping for the shade and shelter of pedestrian pathways.

Related Guidelines:

- Transportation Network
- Mosaic of Shops and Services
- Welcome Residential Uses
- Public Parking Pool
- Pedestrian Pathways
- Placemaking With Plants
- Encourage Small Projects



Public Parking Pool



When public parking areas are not well-defined and access to them is not clearly identified, people think that there is a lack of parking in the downtown area. People are more likely to patronize commercial areas with good vehicular access and parking.

Many downtown merchants and residents of Carboro perceive that there is a lack of parking in the Carboro downtown area. However, a study of the downtown area reveals that there are many empty areas which have the potential to serve as parking lots.

Presently, the identification of public and private parking is not distinct, and access to the available parking is unclear. Many of the downtown parking areas are unused, marginally graveled areas that lack clarity about their availability as public parking. Visually they do not have clear egress and ingress, clearly defined edges, marked spaces, appropriate maintenance, landscaping or lighting. Because spaces in such parking areas are not clearly marked, cars park inefficiently and in random, unsafe configurations.

It is important to develop available lots into a network of small parking lots. These lots need to be well-defined, attractively landscaped, and clearly identified for public use. Developing such a network will provide many small parking areas and some parking close to every business and destination. The appearance of what are now merely unused areas will be improved and the public will be more aware of the availability and proximity of parking.

Incentives can be offered for private property owners to participate in a pool of public parking:

1. Leased parking:

For example, if a property owner brings the property up to a uniform standard adopted by the town for public parking and agrees to join the public parking pool, he/she may lease the parking to the town for the amount of the yearly taxes on that land as long as he/she is participating in the pool (This would apply only to parking in excess of that required for their business).

2. Improvements by the town:

The town might agree to improve a privately-owned open area to its parking standards if the owner agrees to participate in the public parking pool for a certain number of years.

In order for these lots to work as a network it is important to adopt a system of directional and identification signs for parking in the whole downtown area. These signs must conform to the Urban Color Code.

Pedestrian pathways and crossings connecting the public parking pool to sidewalks and businesses are critical to the success of the public parking pool.



Adopt a system of directional and identification signs for parking in the whole downtown area.

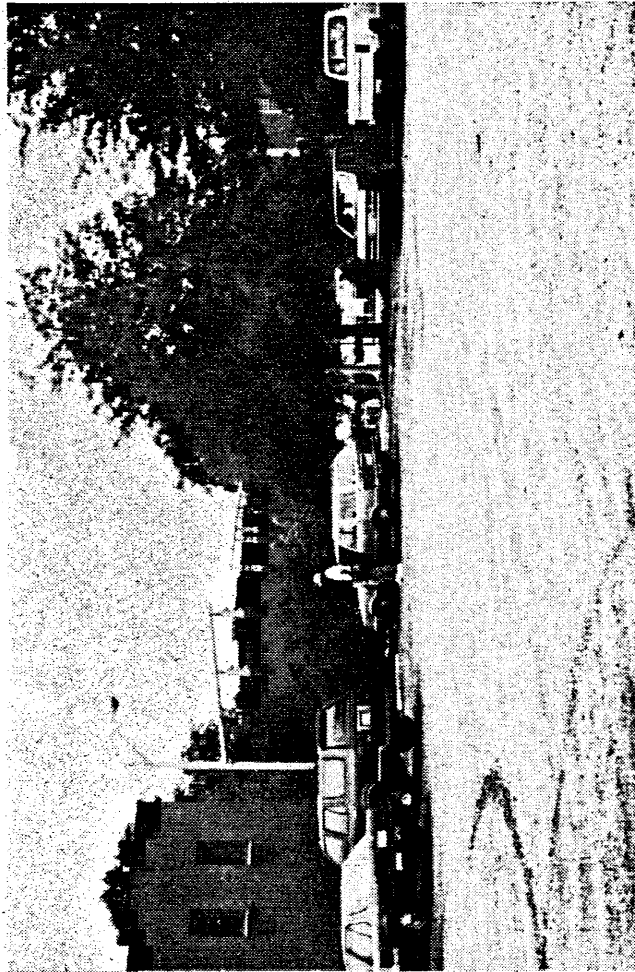
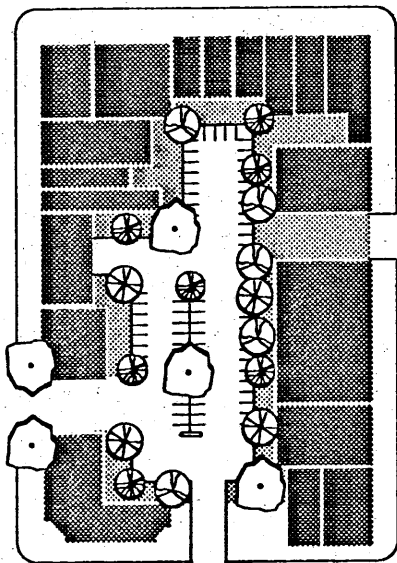
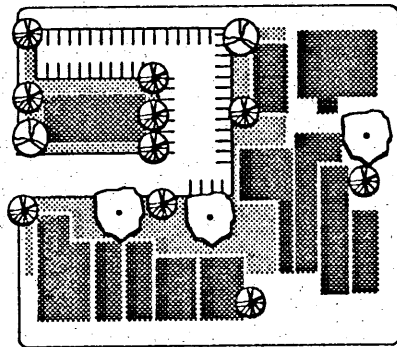
Encourage the development of the left-over spaces into a network of small parking lots.

Provide incentives for private property owners to participate in a pool of public parking.

Develop at the staff level design guidelines for parking lots to be incorporated under sections III and IV.

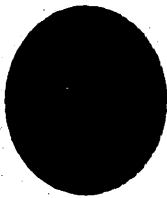
Related Guidelines

- Transportation Network
- Mosaic of Shops and Services
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- Pedestrian Crossings
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- Placemaking With Plants
- Encourage Small Projects



● Parking lot on Roberson & Main

Pedestrian Pathways

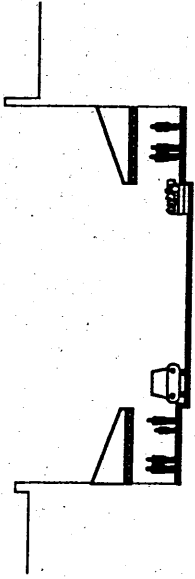


Unless the downtown is served by a complete network of pedestrian paths, people are discouraged from exploring all of its diverse activities.

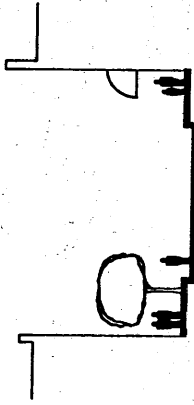
Activities in the town center need to have either physical proximity to each other or obvious physical links to each other in order to be perceived as parts of a whole. Otherwise, the activities will be perceived in isolation and the downtown activities will fail to be mutually reinforcing.

People arrive downtown primarily on foot or bike from neighboring residential areas or in cars or buses from more remote areas. Upon arrival to the downtown they all become "pedestrians". The pedestrian path system functions best when it caters to everybody by providing connections from all the adjacent residential areas, parking and bus stops to all downtown businesses and activities.

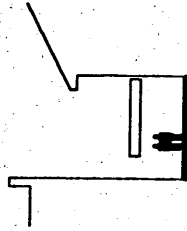
Pedestrian pathways (sidewalks, paths and alleyways) are visual links as well as physical links between nodes of activity. It is important that the network of pedestrian pathways is clearly marked, and that the pathways are developed with shelter from sun and rain whenever there is an appropriate situation. Within varied contexts, their development and amenities can vary with route. The pathways themselves can be enhanced so they become inviting spaces along which pedestrians are encouraged to walk in order to move from one place to another. Pedestrian pathways can be paved sidewalks, footpaths through green spaces, or passages through buildings.



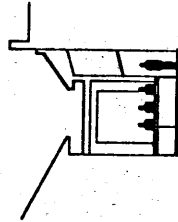
Main Street



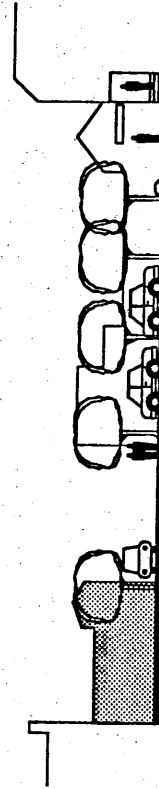
Access Street



Pedestrian Passage



Passage through Building



Parking/Pedestrian Crossing

EXAMPLES OF PEDESTRIAN PATHWAYS

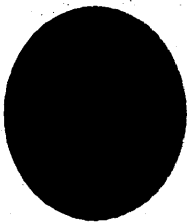
Establish a complete network of pedestrian pathways through the downtown. Connect the downtown businesses and activities to all neighboring residential areas, parking and bus stops.

Develop these pathways with landscaping, appropriate lighting and other amenities to create a pleasant and safe experience for pedestrians.

Related Guidelines:

- Transportation Network
- Mosaic of Shops and Services
- Welcome Residential Uses
- Necklace of Green Spaces
- Public Parking Pool
- Pedestrian Crossings
- Hierarchy of Lighting
- Sidewalk Amenities
- Encourage Small Projects
- Urban Color Code
- Bike Paths
- Placemaking With Plants

Pedestrian Crossings



When main pedestrian circulation paths are interrupted by busy or wide streets, the pedestrian experience and safety are diminished. The street becomes a barrier to the unity of the downtown.

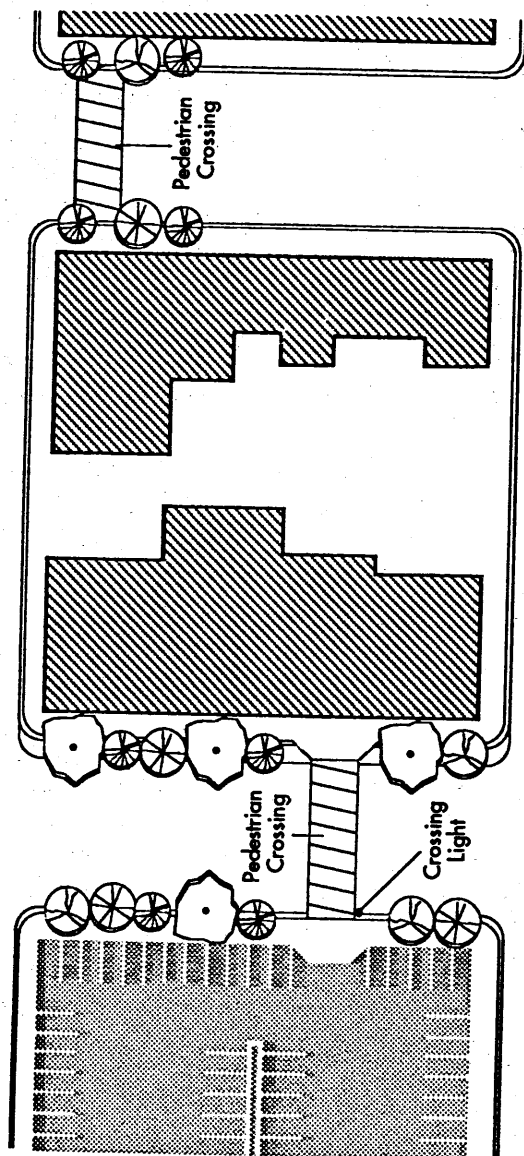
Streets which are wide and/or busy with traffic become walls creating the feeling of a hard-edge on either side of the street. The wider and busier the street, the more pronounced is this phenomenon. When businesses are across the street from each other, they do not benefit from their close proximity since pedestrians are discouraged from freely crossing the street, to visit activities on both sides.

Carboro's Downtown District is an area heavily travelled by pedestrians. Currently, there are many points where it is difficult for pedestrians to cross the street. Wherever possible pedestrian crossings should be installed at these points.

The provision of crossings will encourage the existing pedestrian traffic to patronize both sides of the street. In addition, pedestrian crossings provide evidence to drivers that the downtown is well connected with pedestrian linkages and that the downtown is a place that caters to pedestrian traffic. These crossings serve as an invitation to drivers to leave their cars and walk through the downtown district supporting all the businesses and other activities in the downtown.

Related Guidelines:

- Transportation Network
- Mosaic of Shops and Services
- Welcome Residential Uses
- Necklace of Green Spaces
- Public Parking Pool
- Pedestrian Pathways
- Hierarchy of Lighting
- Sidewalk Amenities
- Encourage Small Projects



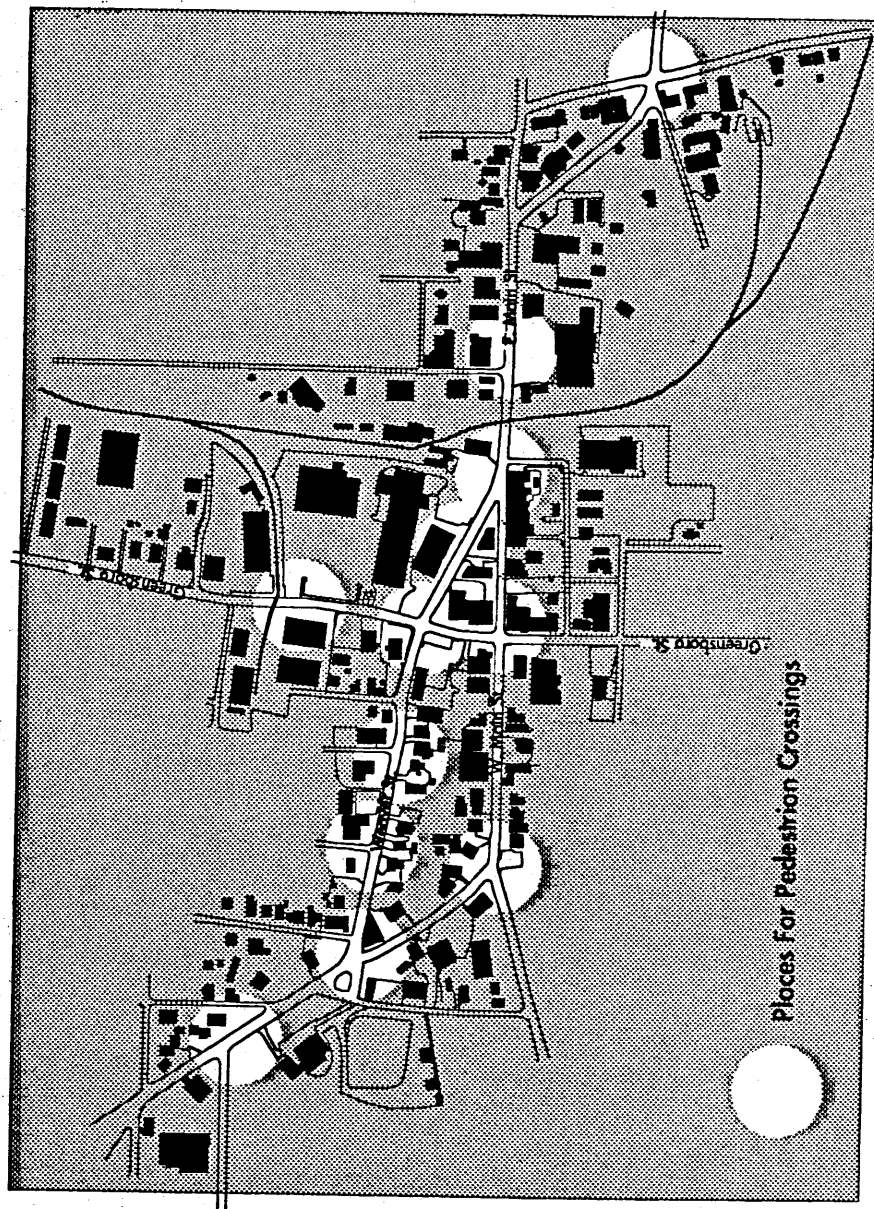
At intersections and in the middle of excessively long blocks which are heavily travelled by pedestrians and cars, create special crossings for pedestrians (See map indicating possible location of pedestrian crossings).

Clearly mark the crossing with a pattern of stripes or paving material to differentiate it from the road.

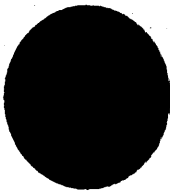
Prepare a map showing the possible location of either traffic lights or pedestrian controlled crossing lights at major pedestrian crossings.

When possible, widen the sidewalk at either side of crossings to accommodate waiting pedestrians.

Install signs that will remind drivers that pedestrians have the right of way.



Hierarchy of Lighting



When urban spaces do not have appropriate lighting, people avoid them after dark.

We all know from experience that appropriate lighting is very important in how we use and feel about space. For example, a restaurant or living room that is too bright or too dark might ruin the experience of dining or visiting with friends. We often forget though that appropriate lighting is just as critical in the urban environment.

When lighting in a downtown area is too bright and uniform or is left too dark, it does not create a pleasant experience for the visitor at night. Lighting can be and should be used in create an active and friendly appearance downtown. An appropriately lit urban area feels open and inviting at night, even when it is not occupied by large numbers of people. Such an atmosphere can encourage businesses to remain open into the evening, which further enhances the liveliness of the nightlife downtown.

Town spaces need a variety of systems for nighttime lighting. People need to feel that there is enough general lighting for safety and that, in particular, pedestrian routes are highlighted. Specialty lighting helps direct people's attention to interesting attractions such as the display of goods on shopping streets, sculpture and other unique ob-

jects or events. Pools of light can mark pedestrian pathways and places for outdoor gatherings.

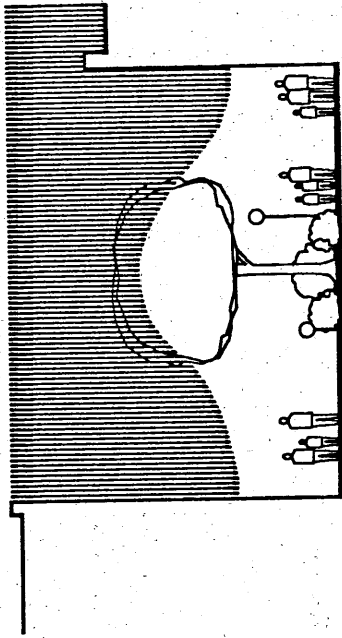
-Light fixtures which provide warm light such as incandescent fixtures can be used in most situations where the fixtures are best mounted at eight feet or below.

-Ambient lighting can have cooler color characteristics such as mercury vapor fixtures have.

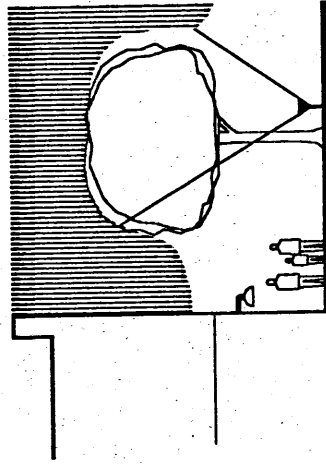
-Creative uses of neon, strings of small lights and other special effects can create a festive atmosphere when carefully applied.

Related Guidelines:

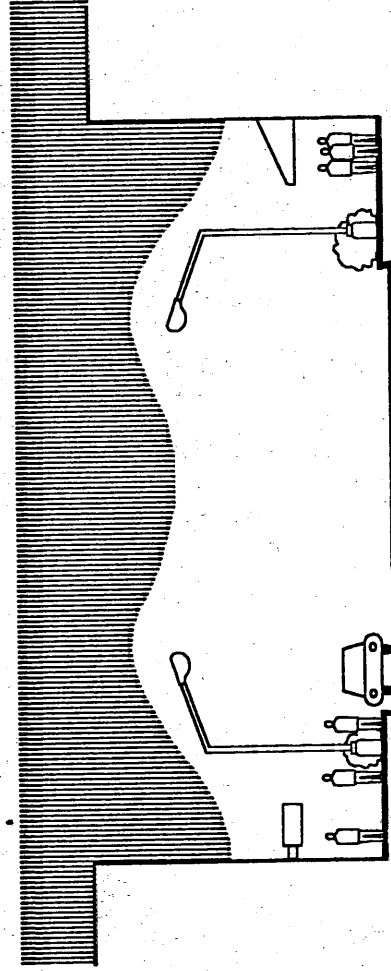
- Transportation Network
- Mosaic of Shops and Services
- Welcome Residential Uses
- Necklace of Green Spaces
- Public Parking Pool
- Pedestrian Pathways
- Pedestrian Crossing
- Placemaking With Plants



Pathways lit by lights on poles and
landscape lighting



Pathways lit by lights on buildings and
landscape lighting



Ambient street light

Establish street lights for ambient lighting and general safety in all public outdoor areas.

Establish a coordinated system of light fixtures to identify and illuminate all pedestrian pathways.

This system should consist of:

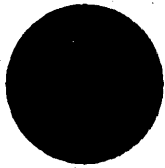
- * Down light mounted approximately 8' above ground level attached to the buildings where appropriate.
- * Down lights on poles approximately 8' high where mounting on buildings would not work well.
- * Supplemental low height and low intensity landscaped areas adjacent to pedestrian pathways.

Select light fixtures with simple forms such as those similar to fixtures found in the early mill architecture of Carboro or in contemporary design.

Avoid imitating historical styles not indigenous to Carboro.

Encourage building and business owners to provide at least a minimal level of display lighting in all ground floor storefronts in the evening hours.

Urban Color Code



Public services need to be easily visible and clearly identified so that people feel comfortable using them.

When public amenities such as: parking, trash cans, benches, bus shelters, and so on are not clearly identified, people are less inclined to use them. Physical elements need a distinct and identifiable character in order to reinforce the downtown area as an urban center.

A uniform system of identification will:

- * -Enhance the network of circulation.
- * -Reduce trash by making receptacles easily visible.
- * -Distinguish between public and private elements by identifying those which are available for public use.
- * -Identify access to public parking.
- * -Establish a uniform character of elements within the downtown.

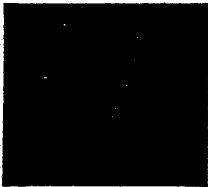
The town has already started to use color identification by putting blue awnings on its bus shelters. The "bus shelter blue," is already in use, is easily visible even on small surfaces, and contrasts well with the building materials of the downtown. Blue is also the complimentary color to the orange used in Carrboro's logos and signs. The continued use of this "blue" for public information signs and for small scale elements that are available for public use in the business district is the most natural and financially feasible approach to achieving a uniform identification system. Thus, Carrboro

should consider using the color blue for identification of certain public amenities.

The same color of blue should be used to identify all small scale elements available for public use whether they are owned publicly or privately. For example, a private bench in front of a shop could have a painted blue frame if it is available to everyone as a place to rest.

This color can be used to further define the downtown area with banners, plant containers, or other similarly repetitive streetscape elements.

Though inexpensive, this approach conveys a strong message that the town cares for the public and for the users of the business district.



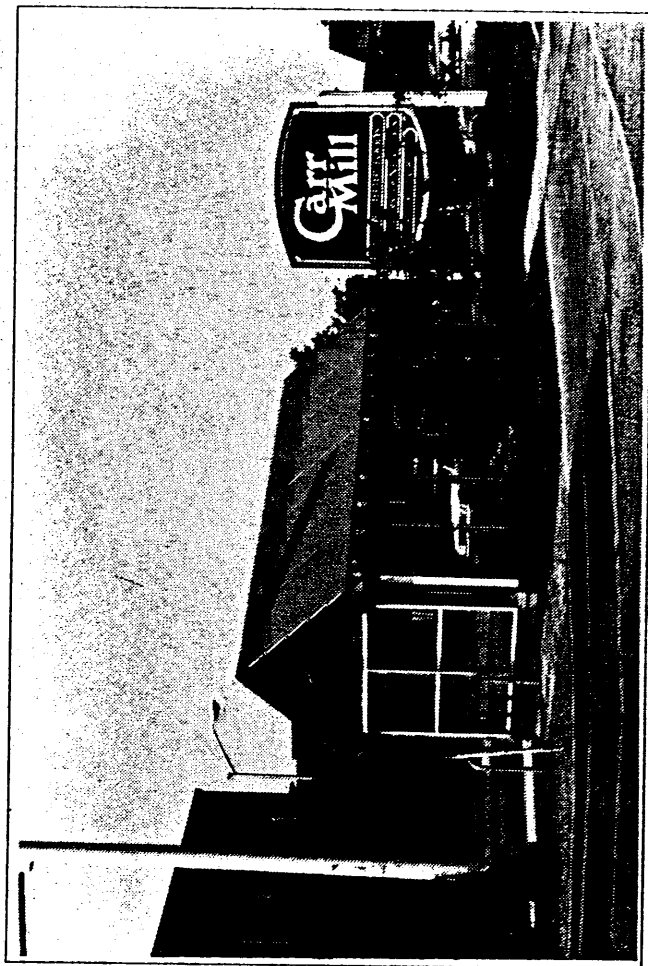
Use one color to mark all public elements such as:

- benches
- bus shelters
- trash cans
- telephone areas
- parking areas
- bike racks
- directional signs
- parking signs

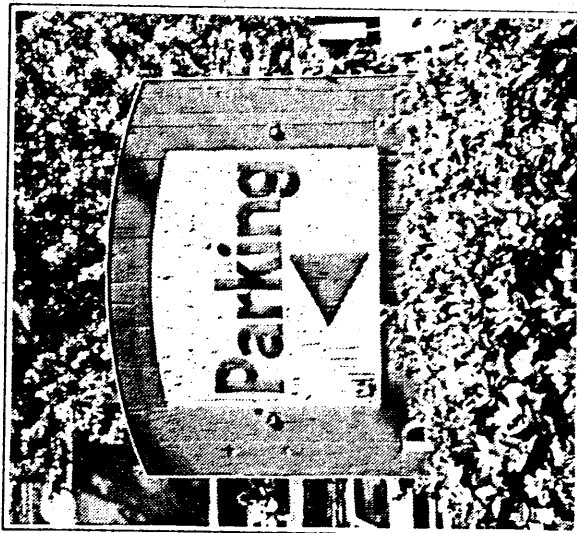
The color will both identify the elements themselves and strengthen the downtown image. Use enough of the color to be visible at a distance, but not so much as to be a dominant visual element.

Related Guidelines:

- A Collage of Subdistricts
- Public Parking Pool
- Sidewalk Amenities
- Bike Paths and Racks
- Encourage Small Projects

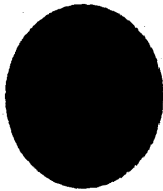


• Bus Stop Shelter



• Example of A Wood Sign Design

Public/Private Setback Zones



Straight building facades, built on the property line on shopping streets do not support informal public activity on the sidewalk along the building's edge.

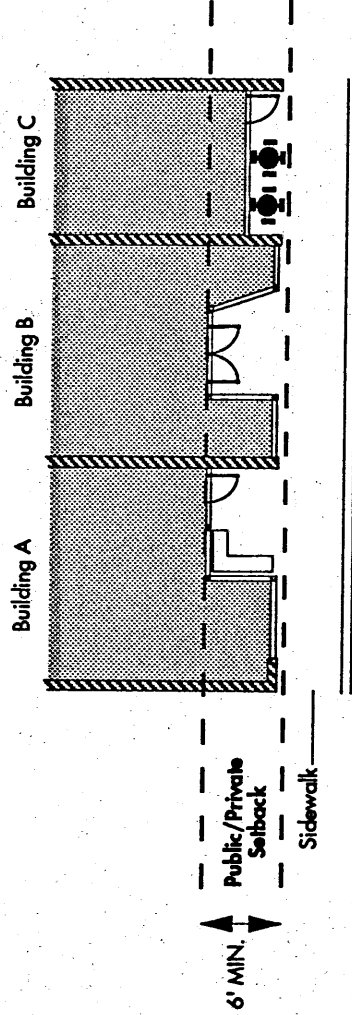
Buildings operate essentially as private territory for the people inside and thus tend to appear unfriendly towards the outside, public world. On small lots with no setbacks buildings are built up to the property lines in order to maximize usable and rentable floor area. Usually there is no intermediate space between the interior and exterior spaces, a place which is both public and private which provides a transition from one type of area to another.

When a street has only a sidewalk and buildings constructed up to the sidewalk without an intermediated zone, there is no place for people to linger. People can either travel on the sidewalk or enter a building. There is no area where people are encouraged to stop and interact informally of preview goods and services. There is no opportunity for shelter or transition between inside and outside.

A "Public-Private Setback Zone" established for properties on streets in Downtown Carrboro which allow buildings to be built to the property line at the sidewalk will provide places for activities such as outdoor exhibits of merchandise; benches, table and chairs for food consumption; a place to

preview the street and the stores, to finish a conversation, or stay out of the rain or sun.

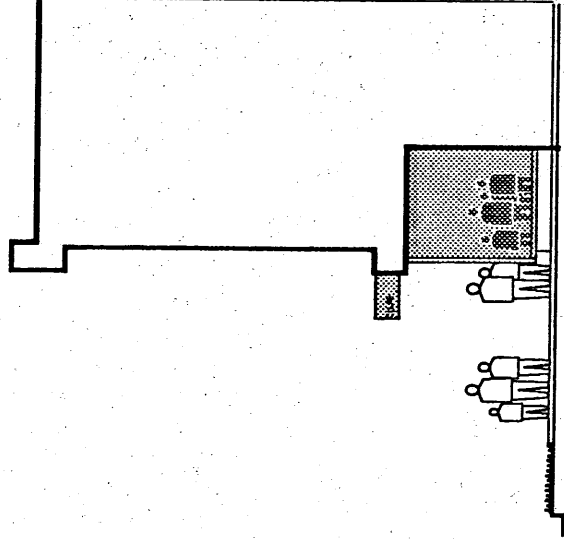
The goal of this guideline is not to decrease density but to encourage a complex public/private interface at the ground floor level. The implementation of this guideline will help in providing buildings of architectural interest which are also friendly to the pedestrians and which provide places for sidewalk activity.



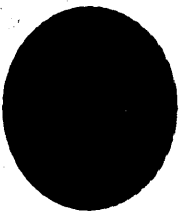
On shopping streets for businesses that are product oriented as opposed to service oriented, establish a minimum six foot deep zone beyond the sidewalk along the front facade. Require that 50% of this area is free of building at the ground floor level.

Encourage the development of the public part of this zone with amenities such as benches, chairs, tables, plantings, the temporary exhibit of merchandise and other pedestrian oriented features.

- Related Guidelines:**
- Mosaic of Shops and Services
 - Sidewalk Amenities
 - Connections to Earth and Sky



Sidewalk Amenities



When sidewalks in the downtown district do not provide amenities for the pedestrians, they become merely passageways rather than places to people-watch, window shop, or linger. When amenities are not coordinated in a recognizable order, they create a chaotic downtown image.

Towns are usually unsuccessful in providing amenities for pedestrians for one of the following reasons:

1. They ignore the need entirely.
2. They provide "parts" such as benches, trash cans, newspaper machines, etc. which do not work well together both visually and functionally, or are not grouped and placed in predictable places.
3. Regulations prohibit business owners from placing any amenities for the public on or over the sidewalk.
4. The amenities that are provided are poorly maintained.
5. The amenities are not clearly identified as being for public use.

Small amenities on the sidewalk of towns and cities make the experience of walking pleasant and therefore encourage pedestrians to stay longer when they are well coordinated visually and functionally. They create a well ordered appearance. These amenities can be simple conveniences such as trash cans, information bulletin boards or kiosks, shade or protection from the rain, a place to sit, etc. Where items such as phones, papers, and bulletin boards are grouped they are easy to find and use. Bus stops and pedestrian crossings provide a natural center around which pedestrian amenities can be developed.

It is not necessary for all amenities to be of the same design as long as some similar qualities are

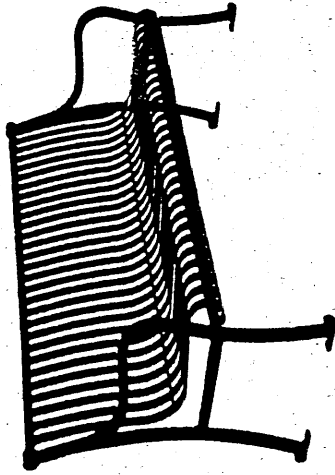
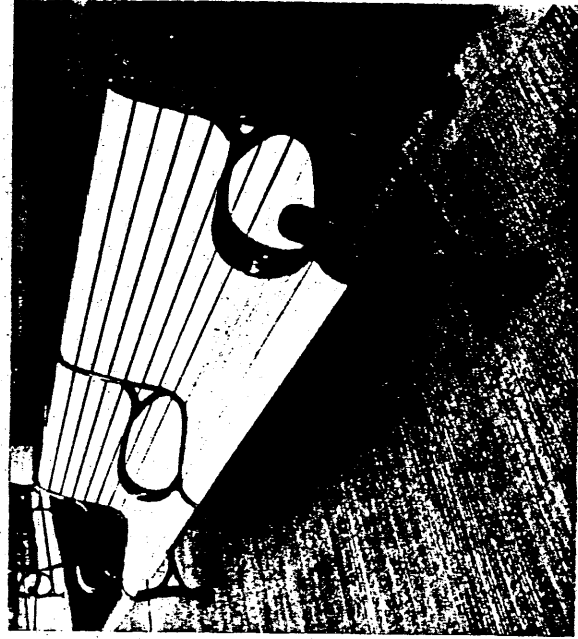
maintained. Variety can be desirable as it adds interest to the street and sidewalk.

Select benches of simple styling with painted metal frames and metal or wood seats and backs. Avoid ornate designs which imitate historical styles not indigenous to Carboro. Also avoid bulky or rustic designs built of heavy wood sections. Each bench should accommodate two people comfortably and should be about six feet long.

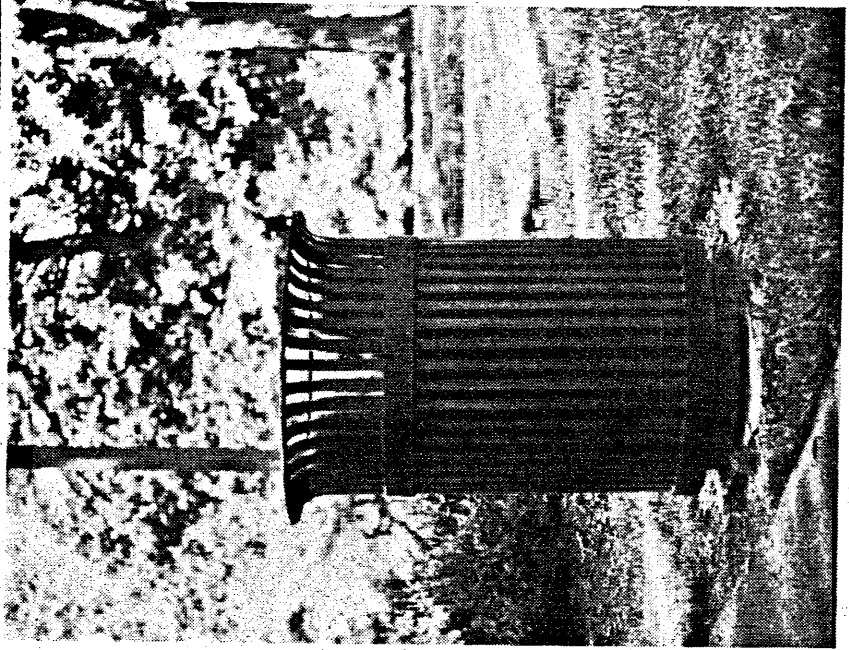
Select sturdy trash cans which are easy to clean, empty and maintain. Choose simple designs which are convenient to use and which can be either painted or come in colors as suggested in the Urban Color Code for easy identity by the public.

Related Guidelines:

- Transportation Network
- Mosaic of Shops and Services
- Welcome Residential Uses
- Necklace of Green Spaces
- Pedestrian Pathways
- Pedestrian Crossing
- Hierarchy of Lighting
- Urban Color Code
- Public/Private Setback Zone
- Encourage Small Projects
- Shade and Shelter With Architectural Elements
- Connections to Earth and Sky



• Examples of benches



• Example of trash cans

Select a line of compatible and color coordinated street furniture including benches, trash cans, newspaper racks, public telephone stands, bicycle racks, information kiosks or bulletin boards and begin to place them in public areas. Encourage businesses to purchase and place similar furniture on their property.

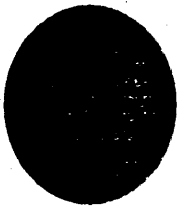
Provide a minimum of one bench, one trash can, and some shade at each bus stop. Trash cans should be removable to allow for proper maintenance. Develop bus stops as centers for pedestrian amenities.

Provide places for phones, papers, and bulletin boards on sidewalks and pedestrian pathways.

Provide outdoor eating places with appropriate furnishings in public open areas and green spaces. Encourage businesses to do the same on their property.

Allow businesses to place eating areas or exhibit their goods on the sidewalks and in the Public/Private Setback Zone.

Bikeways and Racks



When bike paths are not provided in a continuous well-designed system, people are discouraged from using them. Bicyclists threaten the safety of pedestrians and are, in turn, threatened by cars.

Bicycles are a healthy means of transportation. They are good for the environment and they can help reduce traffic and parking problems.

Carrboro is a small enough community with a sufficiently flat terrain for the bicycle to be an important means of transportation. In March 1989, the Carrboro Board of Aldermen adopted a bicycle policy whose goal is "to provide safe access for bicycles to every point within and through the Town's corporate limits."

Carrboro already has a successful system of bicycle paths and lanes, but thus far, the paths and lanes are not connected continuously into a network that would allow one to travel throughout the town on a safe system of bicycle paths and lanes.* It is very important for the Town of Carrboro to provide a continuous system of bicycle paths and lanes in order to achieve its bicycle policy objectives. A continuous system of bicycle paths and lanes will:

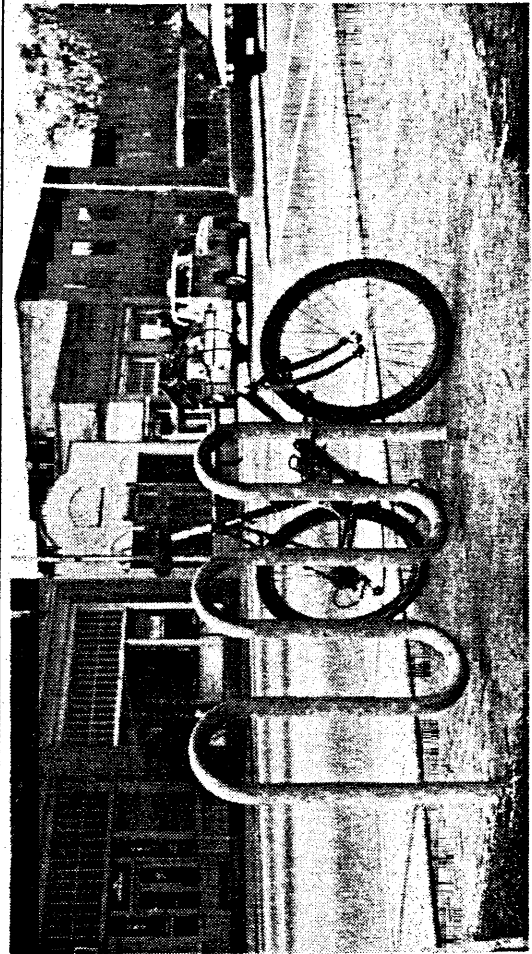
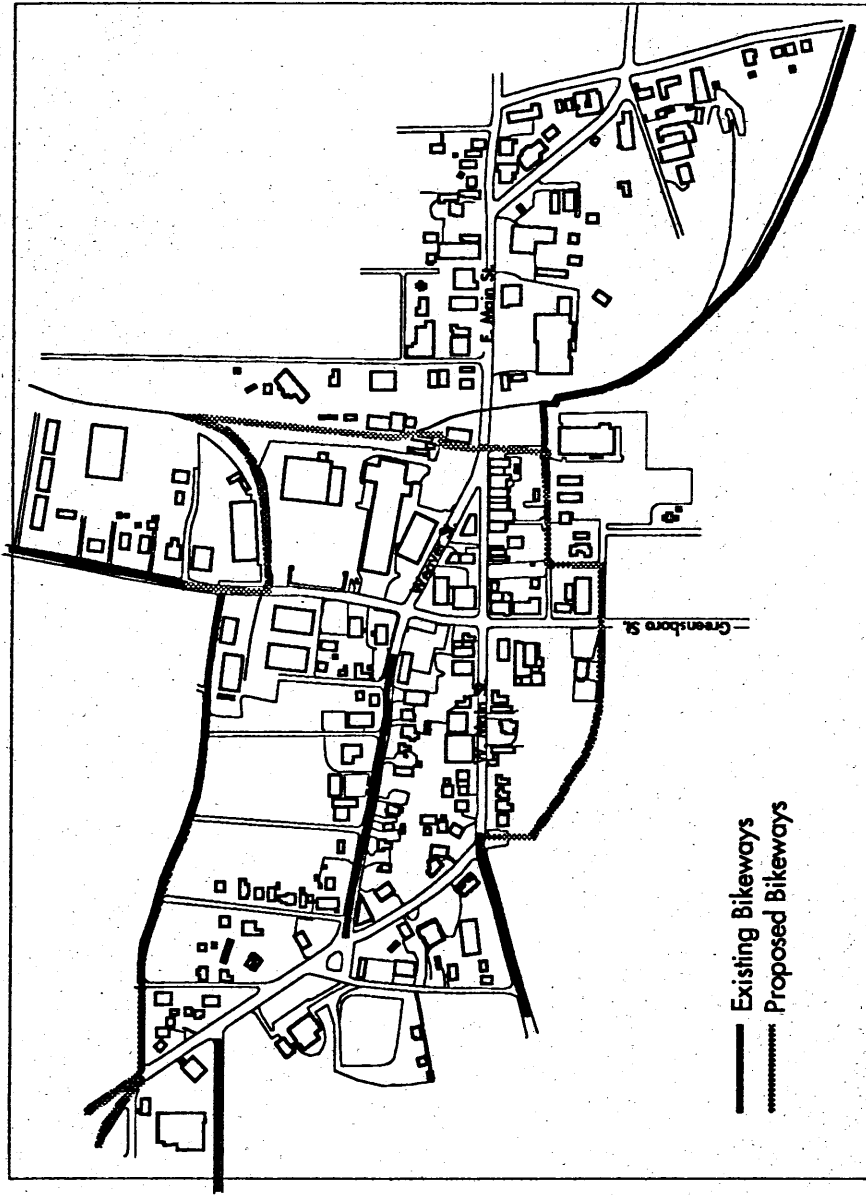
- a) increase the safety of bicycle riders in the town.
- b) provide access to major origin-destination points within or outside the Town (for example the university campus).

A successful bicycle network must be complemented by the provision of bicycle racks at points where bicyclists will need to change to another mode of transportation. Bicycle racks need to be located close to all centers of business, public buildings, places of public assembly, bus stops and so on. They should be located near major entrances

and marked for easy visibility (see "Urban Color Code").

Bicycles are a friendly, human-oriented form of transportation appropriate to the image that Carrboro wishes to cultivate and maintain.

*Note: The Town of Carrboro defines bicycle paths as bicycle transportation routes separated from car or pedestrian traffic routes. Bicycle lanes are "on road facilities," lanes running parallel to car traffic at street level. "Bikeways" refers to all bike circulation systems.



Example of a bike rack

Modify and expand the existing system of bikeways to achieve the following properties:

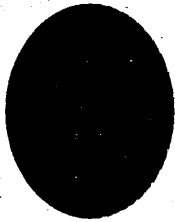
- Bikeways should be clearly marked.
- As far as possible they run along local roads, or major pedestrian paths.
- Where a bikeway runs along a pedestrian path, keep it separate from that path.
- Bring the system of bikeways to within 100 feet of every building, and give every building a bike rack near its main entrance.

1. Adopted from: Christopher Alexander, *A Pattern Language*, New York, Oxford University Press, 1971, p. 291.

Related Guidelines:

- Transportation Network
- Mosaic of Shops and Services
- Welcome Residential Uses
- Necklace of Green Spaces
- Hierarchy of Lighting
- Urban Color Code
- Encourage Small Projects
- Art in Public Life

Service Courtyards



Buildings require essential services such as utilities, heating, garbage collection but the equipment required for these services frequently creates eyesores and perceived danger.

Buildings, especially when they house businesses, require outdoor areas where essential services can be located: garbage collection areas, utility meters, air conditioning condensers and so on.

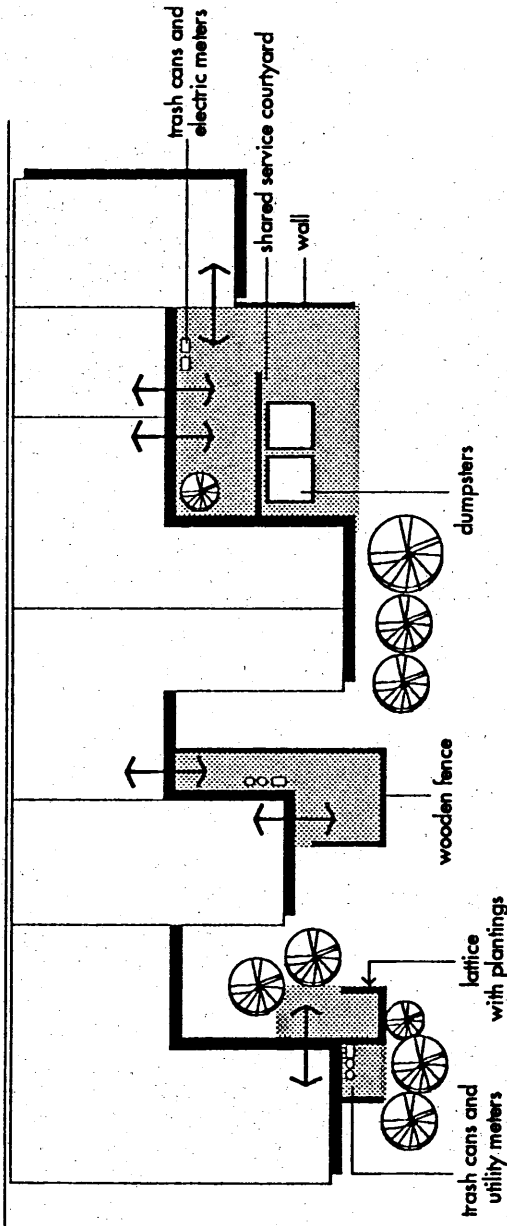
In downtown areas zoning usually permits buildings to be built with minimum or no setbacks. Service areas are placed on the front, back, or sides of buildings. As a result pedestrians often walk by service areas, and motorists see them when driving on the downtown streets. This creates a negative impression of a downtown that is messy and poorly maintained.

Service areas for downtown buildings need not become eyesores or dangerous areas. They can be grouped in most cases in service courtyards at the rear of buildings. Fences, about five feet high, can screen the views for passersby. Fences can be of different designs and materials to fit the context--open brick, staggered boards, closely spaced lattice with plantings.

In downtown areas where buildings abut each other, service courtyards can be shared between two buildings. Alleyways can access several service courtyards.



sidewalk



Group elements required for essential services in service courtyards at the rear of the buildings wherever possible, and surround them with fences at least five feet in height.

Encourage the development of service alleyways which access several service courtyards.

Encourage buildings to create joined service courtyards.

When utility panels such as meters must be located outside service courtyards (i.e. on the building facade), organize them visually by protecting them with vertical walls perpendicular to the building facade on either side of the utility. Such walls can be used as trellises and can become small scale decorative elements.

Fences can be of different designs and materials to fit the context--open brick, staggered boards, closely spaced lattice with paintings.

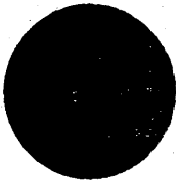
Related Guidelines:

- Mosaic of Shops and Services
- Pedestrian Pathways
- Placemaking With Plants
- Encourage Small Projects

• A service courtyard



Placemaking with Plants



In isolation, urban plantings tend to become worn and neglected, and they cease to thrive.

Landscaping benefits the downtown environment most when plants and their containers are used systematically to help define outdoor spaces. Plantings should be grouped and configured to define the edges and scale of outdoor rooms, sidewalks, paths and streets.

Street trees and planting beds can be used very effectively to provide a perceived separation between pedestrian and vehicular domains. A tree canopy creates a sense of scale in outdoor places much like a ceiling in an indoor place does. Therefore, it is essential to select trees whose mature height will create a desirable sense of height in relation to area or width.

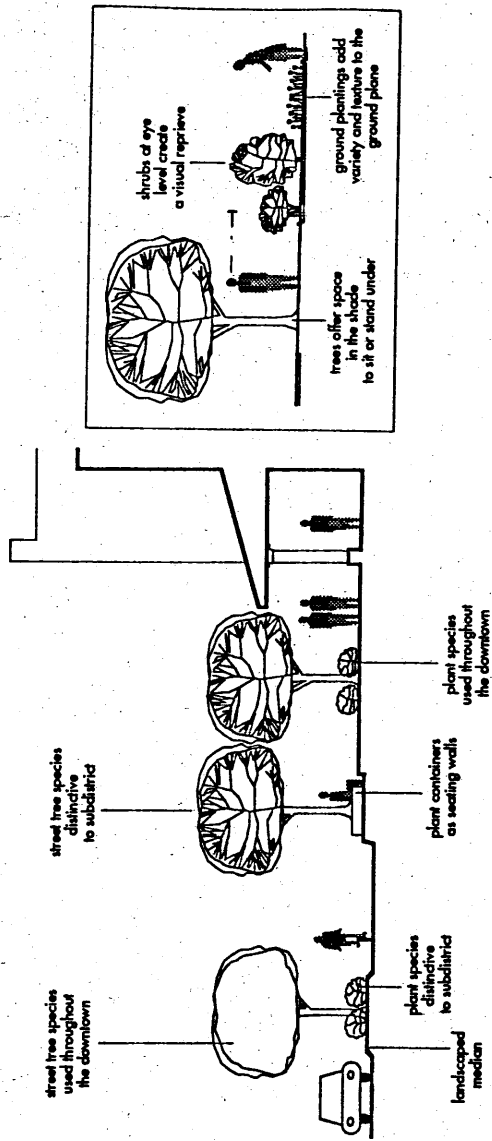
Planting beds and containers can serve several purposes in the outdoor environment. Raised beds with 14" to 18" high walls of at least 8" in width can also be used for seating while offering protection to the plantings from the traffic and creating edge definition for outdoor spaces. Larger beds can also provide room for lighting elements, identification signs and other streetscape components.

It is important to use plants which can survive and flourish in a downtown environment and select appropriate varieties which will grow to a height and shape contributing to the definition of outdoor places. Plants need to be protected from pedestrian and vehicular traffic, and they need to receive sufficient light, air and water. It is essential to select plants whose growth characteristics and requirements are well matched to the environment

which they will occupy. It is also essential to select plants whose growth characteristics will not jeopardize safety.

Plants can be used to reinforce the identity of the Downtown Business area as a district with sub-districts. One tree species and some specific species of plant materials can be chosen and used throughout the Central Business District. Different tree species and some other plant materials can be chosen specifically for each of the Downtown Business Subdistricts.

A system of plantings will evolve and as the trees and plantings mature a distinctive character for the Business District and each subdistrict will be reinforced.



Use plants and their containers to create a sense of scale and to define the boundaries of outdoor places. Select plants with characteristics appropriate to each situation, and whenever possible use their containers to contribute to the overall streetscape.

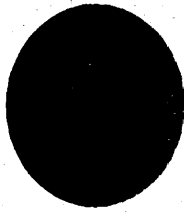
Select and use one tree species and some other specific species of plant materials throughout the Central Business District. Select and use different tree species and other plant materials specifically for each of the downtown business subdistricts.

Related Guidelines:

- Neckpace of Green Spaces
- Public Parking Pool
- Pedestrian Pathways
- Pedestrian Crossing
- Public/Private Setback Zone
- Sidewalk Amenities
- Bike Paths and Racks
- Service Courtyards
- Encourage Small Projects



Encourage Small Projects



When changes in the built environment happen in large increments much of the positive existing context gets lost.

The built environment is very complex with many variables contributing to its character. It is very difficult to consider all variables in planning a large scale project. Some issues are inevitably overlooked, causing unpredictable and often undesirable and irreversible changes to the social, economic, and visual fabric of an area.

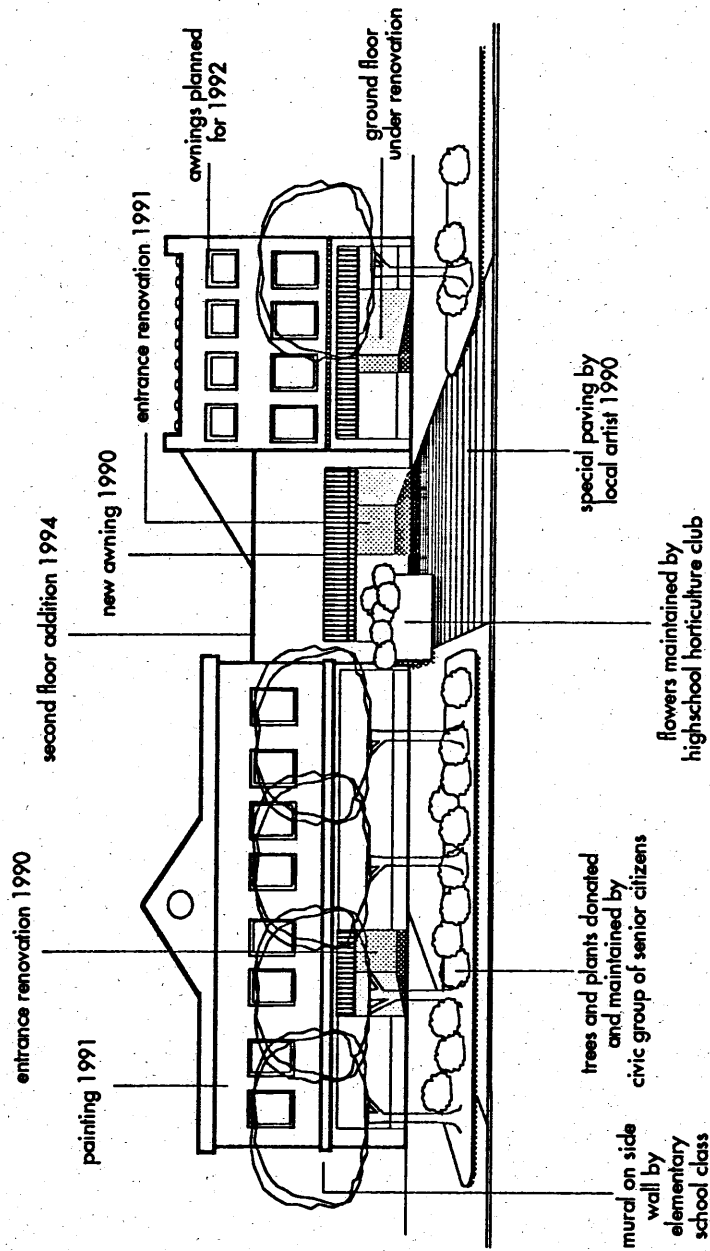
Downtowns are particularly vulnerable because they have evolved through incremental growth over a long span of time. When change happens gradually through a series of small changes several benefits occur. Because no single change can affect the whole area, people can react to each change as it occurs. If the effect of the change is positive, within a particular context, it can then be repeated. If the effect is negative it can be easily modified.

Small changes are affordable and they can involve both the users and property owners in the planning and building process. Often they do not require any substantial investment. Small changes are best identified and implemented by people who are close to the problems they address. Incremental growth gives a sense of well being to a district by assuring that the environment is continually being maintained and improved. Incremental growth maintains a pattern of growth with historical continuity.

Wonderful urban places all over the world have been developed through incremental growth assuring that the environment will evolve in a positive

though not entirely predetermined direction. All large scale developments which have been built all at one time lack the richness and complexity of places which have evolved through incremental growth. There is no alternative way to stimulate the positive effect that the incremental growth process creates.

Use the other guidelines to provide a framework for incremental growth in order to assure that small changes relate to the existing environment.



Ensure the completion of many small projects by doing such things as:

- * -Simplify the approval process for small projects without sacrificing the quality of their design.
- * -Create and use loan funds and/or tax incentives to encourage small scale projects and particularly facade improvements and quality design.
- * -Involve public service groups in implementing and maintaining publicly oriented projects that promote quality design.
- * -Conduct "how to" workshops and advertising campaigns to encourage small improvements and quality design by many individuals.
- * -Set up awards programs for small scale projects that exemplify quality design.

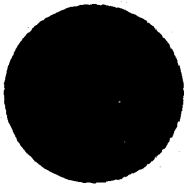
Related Guidelines:

- Mosaic of Shops
- Urban Color Code
- Service Courtyards
- Placemaking With Plants
- Art in Public Life

III. GUIDELINES: Building Form and Architectural Character

- 36 Take Cues from Your Neighbor**
- 38 Hierarchy of Building Height**
- 40 Shade and Shelter with Architectural Elements**
- 42 Connections to Earth and Sky**
- 44 Art in Public Life**

Take Cues From Your Neighbor



There needs to be a balance in building design between elements which provide variety and those which are similar to the existing architectural context. Too much diversity is confusing while too much conformity is monotonous.

Towns which are growing are faced with the problems of continuity and change in the built environment. When they allow large areas to be designed and built at one time by one developer places tend to become monotonous and lack vitality.

On the other hand when towns permit renovations and new buildings to ignore their architectural context and respond only to economic and functional considerations, the built environment becomes a confusing hodge-podge.

Downtown areas are particularly vulnerable due to their density. There needs to be a balance in quality of building design among elements which provide variety and those which are similar to the existing architectural context and between innovation and tradition.

There are some visually significant design elements which strongly affect the sense of continuity, conformity or confusion in the built environment.

Many of these elements are aspects of the massing of the building: size (building footprint on the site), height, articulation and proportion of building elements (breaking up and organization of the volume), roof form, and setbacks (location of the building on its site).

Other visually significant design elements are related to the articulation of the building's surface proportions: fenestration (window and door openings), materials, color and texture.

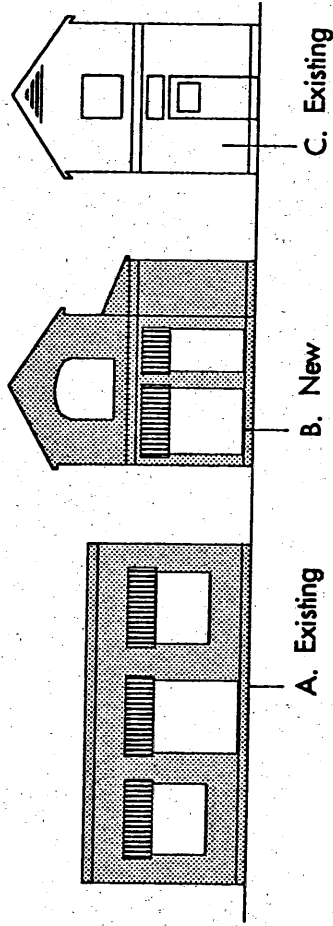
Renovations of, or additions to existing buildings as well as new buildings in downtown Carboro must carefully consider their context and relate to buildings in their vicinity with regard to all of the visually significant design elements stated above.

Particular conditions will require inventiveness and creativity. For example, when a new building is to be located between two existing ones which presumably have some similarities and some differences, the dilemma of what is appropriate for the new building will arise. Strategies for the application of the visually significant design elements could include:

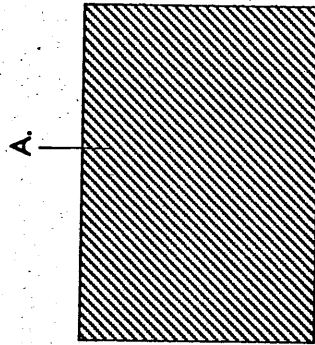
1. When an element is present in both neighbors, then use that element in the new design.
2. If neighbors differ in a particular element, respond to one or the other neighbor.
3. If neighbors differ in several elements, respond to some element of each neighbor but do not ignore either neighbor.

Related Guidelines:

- Public/Private Setback Zone
- Urban Color Code
- Encourage Small Projects
- Hierarchy of Building Height



BUILDING ELEVATIONS



BUILDING PLANS

Similar Elements between A & B

1. Fenestration
2. Size
3. Materials
4. Color
5. Texture
6. Setbacks

Similar Elements between B & C

1. Roof form
2. Height - floor to floor
3. Setbacks
4. Articulation & Proportion
5. Height - overall

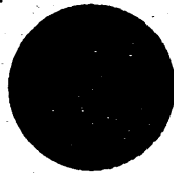
Make new buildings similar to their neighbors at the streetfront, and make additions to buildings similar to their existing parts, in at least five of the following visually significant elements:

- SIZE (footprint)
- HEIGHT (overall & floor to floor)
- ARTICULATION & PROPORTIONS OF BUILDING ELEMENTS
- ROOF FORM
- SETBACKS
- FENESTRATION (window and door openings)
- MATERIALS
- COLOR
- TEXTURE

When a new building has existing neighbors, make every effort to relate its design to the quality and visually significant design elements in the design of its neighbors. The following strategies regarding the elements above are recommended:

1. When an element is present in both neighbors, use that element in the new design.
2. If neighbors differ in a particular element, respond to the design element in either neighbor which best exemplifies quality design.
3. If neighbors differ in several elements, respond to the design elements of each neighbor which best exemplifies quality design.

Hierarchy of Building Height



Uniform building height limitations result in new buildings or additions with low floor to ceiling heights. Such buildings are often incompatible with adjacent, existing older buildings and create oppressive, uniform interior spaces.

Four subdistricts, each with its own particular character have been identified, within the downtown business district. The current ordinance permits a building height of 28 feet in any of the four subdistricts with an increase in height in B-1C if certain criteria are met regarding the building configuration.

A uniform height limitation is inappropriate. It may be too high in one district and too low in another for the Carrboro Downtown District. In order to create a distinctive architectural character while maintaining the individuality of each subdistrict, a variety of building heights should be permitted.

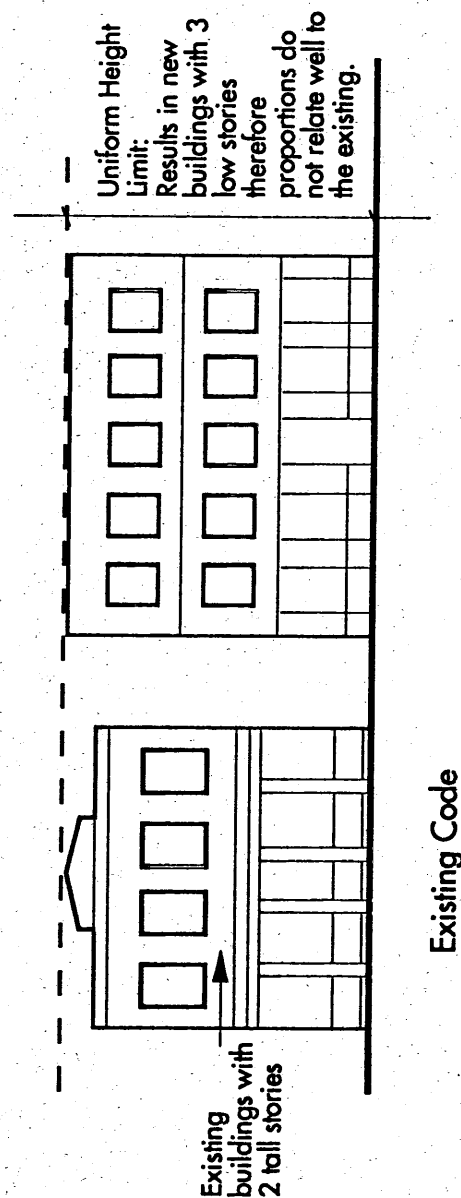
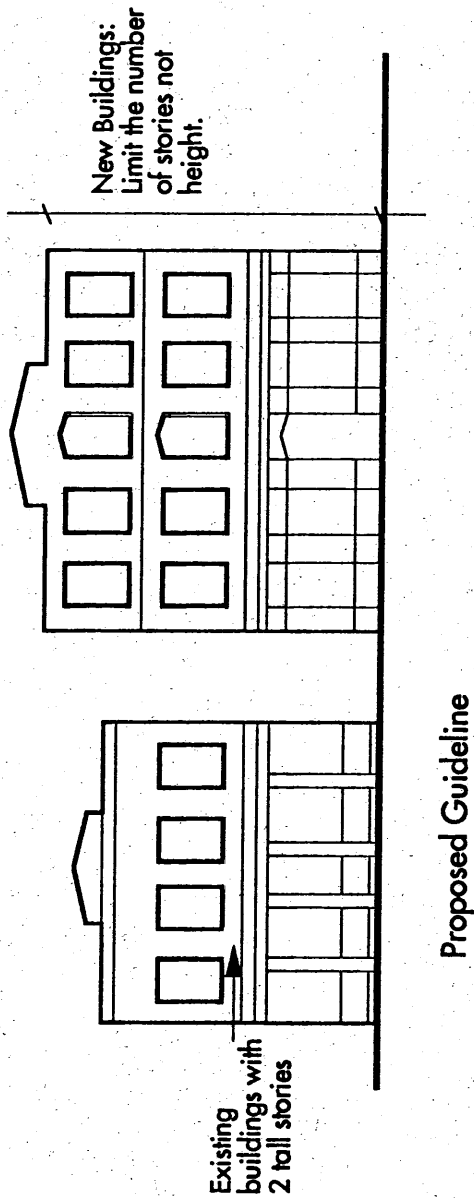
A uniform limitation of height rather than number of stories has downtown design as well as architectural/interior design implications. First it results in buildings which might be inappropriate in relation to adjacent, existing older buildings with taller floor to floor heights. Second it often results in uniform, low ceiling, interior spaces since owners and developers try to maximize the number of floors that will fit within a given height and thus the usable/rentable square footage. For example, in the Historic and Main Street subdistricts (I and II), the present ordinance permits a new three-story building, but its floor to floor height would have to be considerably lower than its neighbors. Thus the new buildings do not relate well to the existing ones in scale and articulation of their facades as well as interior spaces.

A uniform building height limitation also restricts development opportunities in subdistricts where a higher building might be acceptable or even desirable. A more satisfactory approach to building height limitation is to treat each of the subdistricts in Downtown Carrboro individually and limits the overall number of stories as appropriate to each subdistrict.

By specifying the number of stories, the floor heights will vary as appropriate to their context and more variety in roof forms will be encouraged.

Specifying the number of stories rather than total building height also allows greater architectural freedom in the design of interior spaces within the same allowable floor area.

"NOTE: For use in this publication, "Story" is defined as "the habitable level of a building shall be between 9 to 14 feet in height from finished floor to finished ceiling. The first level is measured from the mean elevation of the finished grade."



In downtown Carboro determine the height of buildings at the streetfront by the allowable number of stories for each subdistrict as follows:

I. East Main Street Area

Encourage: One to two stories or two to three stories with appropriate setback
Consider: Two stories

II. Historic/Commercial Area

Encourage: One or two stories
Consider: One or three stories

III. West Main/Weaver Streets

Encourage: One story
Consider: Two stories

IV. Old/Industrial Commercial Area

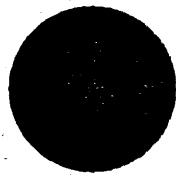
Encourage: One and two stories
Consider: Three stories (or more)

Encourage story heights at the streetfront which are compatible with those of adjacent buildings, particularly in the Historical/Commercial Area.

Related Guidelines:

- A Collage of Subdistricts
- Take Cues From Your Neighbor

Shade and Shelter with Architectural Elements



People avoid outdoor spaces which are overly exposed to the natural elements.

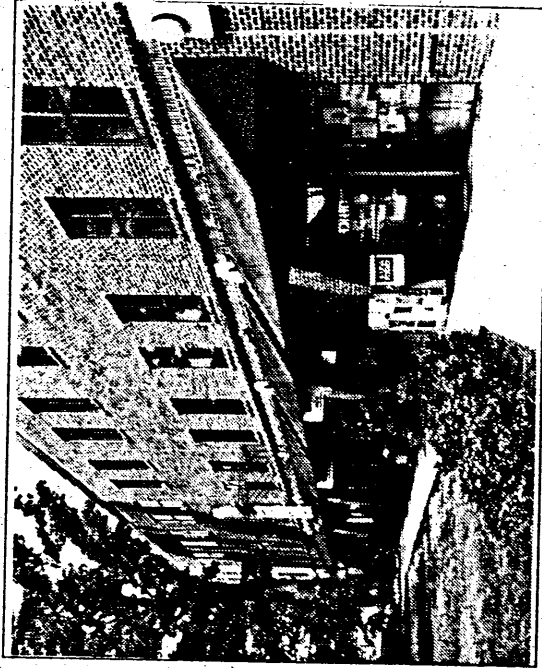
When people proceed from one building to the next, particularly in the summer, there is little protection from the sun or rain and little mitigation of the extreme heat that builds up along the side of buildings and on the sidewalks or paved surfaces adjacent to the buildings.

Shading devices such as trees, arcades, awnings, covered walkways, and sheltered entrances at the edge of buildings provide a transition from outside and play a vital role in the way in which people interact with each other as well as with buildings. These elements provide welcome shade in summer months as well as protection from rain and snow.

Covered connections also offer shelter to the pedestrian and encourage both movement and lingering along the street. Shading devices are perceived as extensions of the inside space of a building and thus help draw people into the interior space. They can be effectively used to reinforce pedestrian connections between buildings and parking areas. In addition, they add human scale, variety and rhythm to the streetscape.

An important fact to remember is that in our climate shade is extremely desirable in the summer

but access to the sun is welcomed in the winter. The most desirable shading devices are those which will allow access to the sun in the winter and provide shade in the summer such as: deciduous vines, trellises with deciduous vines and adjustable awnings. If it is not possible to provide both a shaded area in the summer and a sunny area in the winter then, due to our predominantly warm climate, it is more essential to provide shade.



• Awnings at Weaver Street Market

Encourage the use of arcades, awnings, covered walkways, and sheltered entrances to buildings in Carrboro's Downtown Business District.

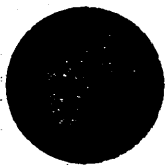
Arrange shading devices so that sun is not completely blocked in winter months.

Use shading and sheltering devices along pedestrian pathways wherever possible.

Related Guidelines:

- Placemaking With Plants
- Public/Private Setback Zone
- Pedestrian Pathways

Connections to Earth and Sky



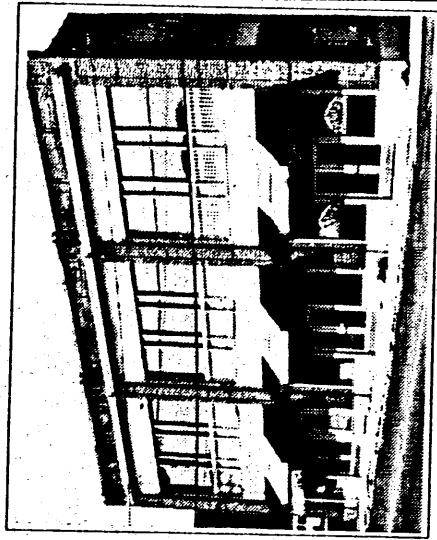
When building facades do not articulate the places where they meet the ground and sky, buildings appear as boxes dropped on a site and townscapes lack character.

In a downtown district each building is a critical visual element which contributes to the experience of the district as a town center, an urban setting, and a townscape. Buildings are viewed from far away, as well as from close up, and they function as the connection between the earth and sky. A collection of simple, "boxy" unarticulated forms lacks the special character and interest which gives a downtown district a sense of identity and architectural distinction.

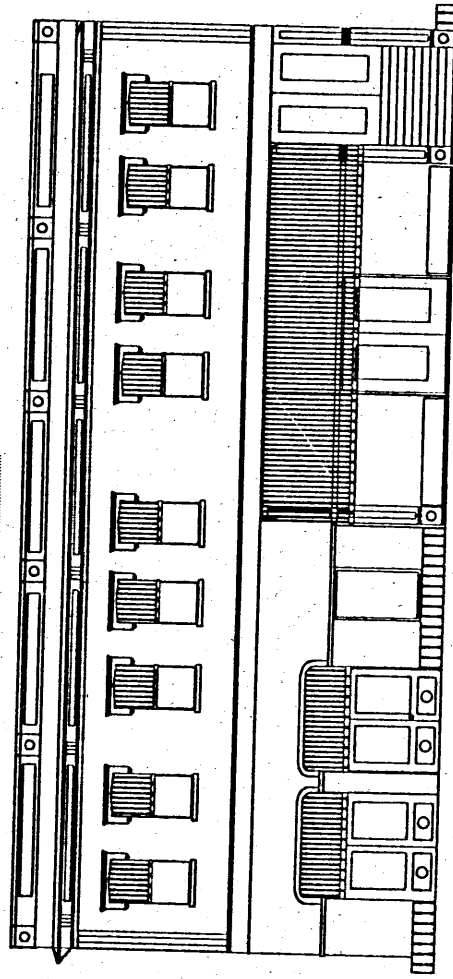
Tops of buildings can easily be articulated with the roof form and/or with parapets. Roofs can be designed as sculptural elements while parapets can be designed as sculptural reliefs or painted in special ways. An advantage of using parapets is they can also screen mechanical equipment placed on roofs.

The elevations of buildings at ground level can be articulated so that they provide visual interest and human scale and also support pedestrian activity at street level. This can be achieved by the use of arcades, roof and window overhangs, recessed entrances, steps, seating places at the building's edge and other such pedestrian-related forms.

In downtown Carboro there is a need for upgrading some of the building facades and redesigning those which fail to contribute to the unity or aesthetic quality of the downtown. Property and business owners should be encouraged to use this guideline when they are upgrading or renovating their properties, as well as when they are building new ones.



Encourage the development of building facades which articulate the building at the edges where it meets the sky and the earth: use parapets, make reliefs with the building materials, provide arcades and seating places in the walls and so on.

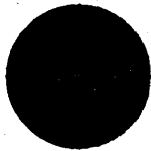


EXAMPLES OF CONNECTIONS TO EARTH AND SKY

Related Guidelines:

- Pedestrian Pathways
- Public/Private Setback Zone
- Sidewalk Amenities
- Placemaking With Plants
- Encourage Small Projects
- Take Cues From Your Neighbor
- Shade and Shelter With Architectural Elements

Art In Public Life



When downtown areas do not provide opportunities for art and culture in their public domain, they are perceived as commercial areas only.

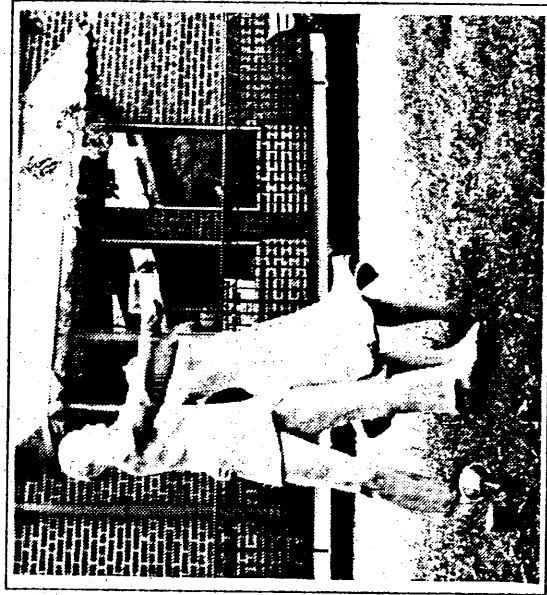
At present Carboro is perceived as a center for arts and entertainment in the Triangle and the region. The downtown area can take advantage of this image and use "Art in Public Life" to help further develop an identity for the downtown area.

In downtown districts open spaces, streets and commercial establishments are all perceived as part of the public realm. The open spaces and pathways provide opportunities for local designers, artists and craftspeople to contribute to the making of these places and to the quality of life and the environment. With these contributions the downtown area can become an outdoor public museum and theater.

Artists, craftspeople, landscape architects and architects can be involved in the design and making of functional and non-functional elements such as signs, banners, windows, doors, frames, paving patterns and materials, drinking fountains, pleasure fountains, sculptures, benches, plant boxes, murals, wall reliefs, building color schemes, landscaping and so on. Even functional projects such as bike racks can become art works if they are planned as such.

Cultural and performance events in the outdoor areas of a downtown district help attract large numbers of people who in turn patronize the downtown businesses and bring life and activity to the streets.

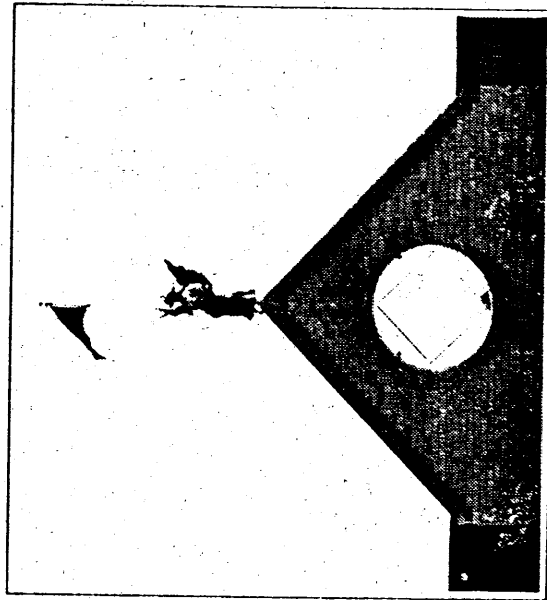
Carboro has proven that weekly markets like the Farmer's Market and other periodic events such as bicycle and road races, and the Fourth of July Celebration can be successful. These kind of events can be further encouraged in places like the Carboro Town Commons and other developed outdoor places. Public art objects and events can enhance the success of downtown activities.



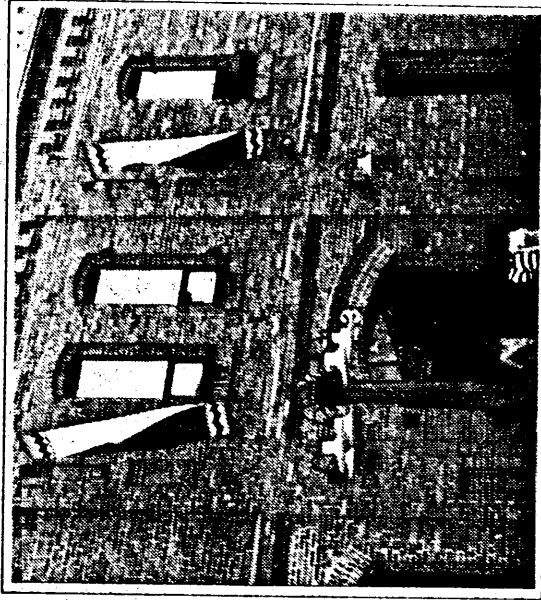
• Courtyard scene



• Outdoor theatre on campus



• Building with Sculpture



• Banners at Brightleaf Square

DOWNTOWN DESIGN GUIDELINES

Encourage the involvement of artists, craftspeople, landscape architects and architects in the design and making of functional and non-functional elements such as: signs, banners, windows, doors, frames, paving patterns and materials, drinking fountains, pleasure fountains, benches, plant boxes, murals, wall reliefs, building color code schemes, landscaping, and so on.

Provide incentives for owners of buildings and businesses to commission the making of a functional or non-functional elements within the public realm.

Allow the display and sale of homemade and handmade goods outside on public and private property in the downtown area.

Create performance opportunities in green public spaces.

Establish an annual art and performance festival.

Related Guidelines:

- Necklace of Green Spaces
- Public Parking Pool
- Pedestrian Pathways
- Hierarchy of Lighting
- Public/Private Setback Zone
- Encourage Small Projects

IV. Application of Guidelines to Specific Districts

- I. East Main Street**
- II. Historic/Commercial Area**
- III. West Main/Weaver Street Area**
- IV. Old Industrial/Commercial Area**
 - 1. Site Design**
 - Setbacks
 - Greenspace
 - Parking
 - Street trees
 - Sidewalks and walkways
 - Street furniture
(benches, newspaper racks, trash cans, etc.)
 - 2. Building Design**
 - Massing
 - Building height
 - Roofs
 - Facade articulation
 - Materials
 - Windows and doors
 - Signage

East Main Street - Site Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
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SETBACKS

- use public/private setback zone guideline on street facade(s)
- zero lot line side set backs

- side alleyways and courts

- no setback along entire front facade

GREEN SPACE

- the preservation and increase of existing green space near the street

- pocket parks in strategic locations

- any reduction in the existing public green spaces

- sidewalk landscaping
- landscaping in the public/private setback zone
- landscaping on upper floor balconies and hanging planters
- landscaping in outdoor service areas

PARKING

- small, connected parking areas developed from leftover spaces
- participation in Public Parking Pool

- larger parking areas if well-landscaped

- leftover unorganized parking areas
- large paved or graveled areas with no shade

- varying parking requirement where less is needed by a particular use

STREET TREES

- the planting and retention of trees which branch above approximately 8'0" to facilitate viewing of storefronts and signage
- planting of one tree every 30'-50' depending on size and species

- variations in spacing to highlight entrances or other special areas

- omitting street trees

- using more than three kinds of street trees in this district

- planting of new trees needed to maintain a regular pattern of street trees throughout the district

- pruning of trees to maintain good visibility below 8'

- special trees placed for seasonal color

East Main Street - Site Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
<i>SIDEWALKS AND WALKWAYS</i> - 6 feet concrete sidewalks with brick borders - extension of sidewalk materials into portions of public private setback zone - maintenance of surfaces - connecting all sidewalks with parking and other pathways	- more extensive use of brick at special places - increasing width of sidewalk at special places	- omitting sidewalks on either side of the street
<i>STREET FURNITURE</i> - at least one trash can in each block - public benches at bus stops, green spaces - privately owned benches for public use within the public/private setback zone - all street furniture and accessories should be identified with urban color code - one bike rack at every bus stop - at least one bike rack in each block - one information center at every bus stop		- long blocks with no street furniture

East Main Street - Building Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
MASSING		
- medium size buildings broken into smaller scale components especially at ground level	- small scale buildings on infill sites	- large buildings with simple shapes - one story buildings
BUILDING HEIGHT		
- three to four stories in height	- two stories	- one story
ROOFS		
- flat roofs with articulated parapets and cornices - low-pitched roofs hidden behind parapets	- pitched roofs where facias are emphasized	- flat roofs without parapets to hide mechanical equipment - low-pitched roofs without parapets
FACADE ARTICULATION		
- show windows on ground level - sheltered entrances - articulation of the line between the ground and upper levels with a cornice canopy, balcony, arcade or similar effect - lighting in show windows - lighting directed toward the sidewalks at about 8' - uniform hours of nighttime illumination of store windows - no more than 10' in length of undifferentiated exterior wall at ground level	- limited expanses (not more than 12'0 of solid wall at street level) - exceptions to articulation between ground and upper levels if necessary to relate well to adjacent buildings - alternative lighting schemes which contribute to a festive feeling at night - larger windows at upper levels - show windows at upper levels - overhangs or canopies over upper level windows - shallow recessed entries	- facades with no windows facing the street at ground level - main entrances flush with wall - shallow recessed entries - dark storefronts and sidewalks at nighttime - upper walls without windows - facades with no special treatment on the ground floor

East Main Street - Building Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
MATERIALS		
- brick, glass, metal, stucco, concrete, tile - combination of materials	- wood, concrete masonry, stone	- residential application of materials - easily damaged materials
WINDOWS & DOORS		
- commercial grade windows and doors	- units intended for heavy-duty residential application	- light duty residential units
SIGNAGE		
- creative signs attached to building facade canopy or arcade - location of signs within the first story limit - identification signs visible to both pedestrians or drivers - visible street numbers on each business sign or building	- developing a uniform format for signs in the retail district - signs on second stories	- signs that are so big they completely hide other buildings or signs - signs above second story - buildings with no numbers

Historic/Commercial Area - Site Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
SETBACKS		
- zero-lot-line at sides - public-private setback zone at front - pedestrian walkways through and between buildings	- side alleyways and courts	- no setback along entire front facade
GREEN SPACE		
- the preservation of existing green space in this zone - sidewalk landscaping - landscaping in the public/private setback zone - landscaping on upper floor balconies and hanging planters - landscaping in outdoor service areas	- pocket parks in strategic locations	- street and sidewalks with no landscaping
PARKING		
- public parking pools - small interconnected parking lots in left over spaces		- large expanses of asphalt or gravel unbroken by landscaping and pedestrian amenities
STREET TREES		
- encourage the preservation of existing trees - planting of species which branch above approximately 8'0" to facilitate viewing of storefronts and signage - plant every 30' to 50' depending on size and species - planting of new trees needed to create a regular pattern of street trees throughout the district	- variations in spacing to highlight entrances or other special areas	

Historic/Commercial Area - Site Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
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SIDEWALKS AND WALKWAYS

- 6' brick or concrete sidewalks with brick borders
- extension of sidewalk materials into portions of public private setback zone
- creating a completely interconnected network of sidewalks throughout the zone

- more extensive use of brick at special places
- increasing width of sidewalk at special places

- no sidewalks

STREET FURNITURE

- at least one trash can in each block
- public benches at bus stops, green spaces
- privately owned benches for public use within the public/private setback zone
- all street furniture and accessories should be identified with urban color code
- one bike rack at every bus stop
- at least one bike rack in each block
- one information center at every bus stop

- long blocks with no street furniture

Historic/Commercial Area - Building Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
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MASSING

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> - preservation and restoration of existing buildings of historic interest - renovating or replacing buildings which do not relate well to the historic buildings - all new construction to be of similar scale and massing to small scale historic buildings | <ul style="list-style-type: none"> - additions of similar scale and massing to existing historic buildings | <ul style="list-style-type: none"> - buildings whose scale and massing differ from the predominant existing small scale structures |
|--|---|---|

BUILDING HEIGHT

- two tall stories
- occasional one and three story buildings

ROOFS

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> - flat roofs with articulated parapets and cornices - low-pitched roofs hidden behind parapets | <ul style="list-style-type: none"> - pitched roofs where facias are emphasized | <ul style="list-style-type: none"> - low floor to floor heights - buildings more than three stories - flat roofs without parapets to hide mechanical equipment - visible low-pitched roofs |
|---|---|--|

FACADE ARTICULATION

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> - show windows on ground level - sheltered entrances - articulation of the line between the ground and upper levels with a cornice, canopy, balcony, arcade or similar effect - lighting in show windows - upper walls without windows | <ul style="list-style-type: none"> - limited expanses of (not more than 12') solid wall at street level - exceptions to articulation between ground and upper levels if necessary to relate well to adjacent buildings | <ul style="list-style-type: none"> - facades with no windows facing the street at ground level - main entrances flush with wall - shallow recessed entries - dark storefronts and sidewalks at nighttime - facades with no special treatment on the ground floor |
|--|--|---|

Historic/Commercial Area - Building Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
- lighting directed towards the sidewalk at about 8' - uniform hours of nighttime illumination of store windows	- alternative lighting schemes which contribute to a festive feeling at night - larger windows at upper levels - show windows at upper levels - overhangs or canopies over upper level windows	
MATERIALS		
- brick, glass, metal, stucco, concrete, tile - combination of materials	- wood, concrete masonry, stone	- any use of material incompatible with those found in the historic building construction
WINDOWS & DOORS		
- commercial grade windows with wood frames	- units intended for heavy-duty residential application - commercial grade metal units	- light duty residential units
SIGNAGE		
- creative signs attached to building facade canopy or arcade - location of signs within the first story limit - identification signs visible to both pedestrians and drivers - visible street numbers on each business sign or building	- developing a uniform format for signs in the retail district - signs on second stories	- signs that are so big they completely hide other buildings or signs - signs above second story - buildings with no numbers

West Main/Weaver Streets - Site Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
SETBACKS - front yards of at least 25 feet or similar to adjacent existing buildings - side yards of at least 10 feet	- variations to better relate to existing neighbors	- all but minor variations from these rules
GREEN SPACE - grass and landscaping in front yards - 25% of lot minimum left as open green space	- outdoor paved pedestrian areas (i.e. patio) in the front	- major encroachments by buildings into existing front yards
PARKING - parking to the rear yards within (see Parking Pool)	- individual parking lots at rear and sides of buildings	- parking in the front of buildings or on the street
STREET TREES - plant trees every 30'-50' depending on size and species - maintain existing street trees	- other species for specialized landscape situations or variations in spacings where necessary	- omitting street trees

West Main/Weaver Streets - Site Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
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SIDEWALKS AND WALKWAYS

- 4 foot concrete sidewalks
- walkways from sidewalks to buildings

- alternative materials

- omission of sidewalks
- no walkways to buildings

STREET FURNITURE

- at least one trash can in each block
- public benches at bus stops, green spaces
- privately owned benches for public use within the public/private setback zone
- all street furniture and accessories should be identified with urban color code
- one bike rack at every bus stop
- at least one bike rack in each block
- one information center at every bus stop

- long blocks with no street furniture

West Main/Weaver Streets - Building Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
<i>MASSING</i>		
- small scale massing 1-2 stories	- medium size buildings, 1-2 story, broken into small scale components	- large buildings with simple shapes
<i>BUILDING HEIGHT</i>		
- one story	- two stories	- more than two stories
<i>ROOF</i>		
- pitched roofs with slopes similar to existing buildings	- buildings which combine pitched and flat roofs to define small scale building components	- flat roofs or low pitched roofs
<i>FACADE ARTICULATION</i>		
- encourage covered porches	- recessed entries	- long flat unarticulated walls
- offsets and breaks (i.e. bay windows) on the building facade	- awnings	- absence of detail
- special trim details and other small articulations		- unsheltered entrances
<i>MATERIALS</i>		
- wood siding, brick	- stucco, aluminum or vinyl siding	- metal, concrete, reflective glass, concrete block

West Main/Weaver Streets - Building Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
<i>WINDOWS & DOORS</i>		
- wood frames - residentially scaled window and door units (can be combined to form large window areas)	- metal frames - vinyl frames	- commercially scaled storefronts - large unsubdivided expanses of glass
<i>SIGNAGE</i>		
- small size - free standing - signs with external concealed or no illumination - near the street but not high enough to interfere with sight lines (5'0" or lower) - wood	- signs attached to building facades - fabric - glass - metal	- large size - internally illuminated - plastic - exposed neon lights

Old Industrial/Commercial Area - Site Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
SETBACKS		
- side alleyways and courts	- zero lot line side set backs	- no setback along entire front facade
GREEN SPACE		
- the preservation of existing green space in this zone	- pocket parks in strategic locations	- any reduction of existing public green spaces
- sidewalk landscaping		
- landscaping on parking areas		
PARKING		
- participation in Public Parking Pool		- large paved or graveled areas with no shade
- small interconnected parking areas		- no landscaping on parking areas
- well shaded parking areas		
- attractively landscaped parking areas		
STREET TREES		
- encourage the preservation of existing trees	- variations in spacing of trees to highlight entrances or other special areas	- omitting street trees
- planting of species which branch above approximately 8'0" to facilitate viewing of storefronts and signage	- planting of new trees needed to maintain a regular pattern of street trees throughout the district	
- plant trees every 30-50 feet depending on size and species		

Old Industrial/Commercial Area - Site Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
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SIDEWALKS AND WALKWAYS

- 6 feet concrete sidewalks with brick borders

- brick sidewalks at special places

- no sidewalks

STREET FURNITURE

- at least one trash can in each block
- public benches at bus stops, green spaces
- privately owned benches for public use within the public/private setback zone
- all street furniture and accessories should be identified with urban color code
- one bike rack at every bus stop
- at least one bike rack in each block
- one information center at every bus stop

- long blocks with no street furniture

Old Industrial/Commercial Area - Building Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
MASSING		
- simple, straight-forward shapes broken into smaller scale components at entrances and near pedestrian pathways	- medium-scale buildings broken into smaller components	- residential-looking structures
BUILDING HEIGHT		
- one to three story buildings	- four stories	
ROOFS		
- flat roofs with articulated parapets and cornices	- pitched roofs	- flat roofs with visible mechanical equipment
- low-pitched roofs hidden behind parapets		
FACADE ARTICULATION		
- articulate entry and provide shelter		- long, blank elevations to the streets
- 25% of facade to be windows or doors		- facades with no windows
- lighting directed toward the building elevations		
- lighting on pedestrian walkways		

Old Industrial/Commercial Area - Building Design

ENCOURAGE (in all cases)	CONSIDER (in special cases)	DISCOURAGE (in all cases)
MATERIALS		
- masonry - high-quality metal building systems, i.e. metal panels	- standard quality metal buildings	- materials of a temporary nature - low budget metal buildings
WINDOWS & DOORS		
- commercial-grade units - skylights for daylighting large interior spaces		- residential-grade units
SIGNAGE		
- creative signs attached to building facade canopy or arcade - location of signs within the first story limit - identification signs visible to both pedestrians or drivers - visible street numbers on each business sign or building	- developing a uniform format for signs - signs on second stories	- signs that are so big they completely hide other buildings or signs - signs above second story - buildings with no numbers

APPENDIX I

Public Workshops

A Workshop with Town Officials September 28, 1989

During the information collecting phase of the project we held two workshops. On September 28, 1989, we met with representatives of the various Town Boards and Commissions. The main part of the workshop was a brainstorming session during which the participants were asked to bring up architecture and landscape related issues which come up during their meetings and deliberations. They were also asked to complete a "Design Issues Questionnaire" prepared by LCDA.

The issues brought up during the workshop are listed below. They have been addressed in the goals and guidelines presented in this document.

1. Utility panels
2. Lack of pedestrians
3. Need more and better bike racks and paths
4. Uncoordinated facades
5. Need more variety
6. Need more parking
7. Trees/green spaces (variety)

8. Pedestrian crossings not well-defined

9. More varied businesses
10. Need to fill vacant areas
11. More housing needed
12. Better maintenance
13. Solve traffic problems
14. Wider sidewalks
15. Neater edges between uses
16. Better street lighting
17. Setbacks
18. Scale and proportion of buildings
19. Process allowing for change
20. Downtown boundaries
21. Need varied public gathering places
22. Need to reinforce connections
23. Underground utilities
24. Need to fill vacant spots
25. More retail encouraged
26. Street trees
27. Shade
28. Shaded benches

Public Workshop November 8, 1989

A Public Workshop was held on November 8, 1989. After a brainstorming session and grouping of the issues presented

into larger categories, the participants worked in small groups (4-5 people) to develop one issue into a guideline in a common format explained to them by the architects. At the end of the workshop the small groups presented their work to the larger group and each participant completed a "Design Issues Questionnaire" prepared by LCDA.

The issues brought up during the workshop are listed below. They have been addressed in the goals and guidelines presented in this document.

1. Establish identity and uniqueness without conflict
2. Consider all of Carrboro Business District
3. Business/residential interface
4. Streetscape/landscape
5. Encourage good architecture
6. Signs/rules need revising
7. Parking - long and short term
8. Zoning
9. Sidewalks
10. Traffic
11. Preserve greenspaces
12. New building and renovation design

APPENDIX I (con't)

Public Workshops

13. Avoid too much consistency
 14. Bike safety
 15. Lighting for pedestrians/bikes
 16. Bus stop
 17. Trash cans
 18. Trash problem
 19. Trolley
 20. Bus system
 21. Overhead utilities
 22. Too hard for businesses to make changes
 23. Cumbersome process
 24. Funding alternatives
 25. Preserve and encourage small business
 26. Planning vs. laissez faire
 27. Maintain & encourage pedestrian emphasis
 28. Downtown as center of activity
 29. Public art
 30. Encourage business diversity
 31. Don't make downtown like a mall
- The above issues were grouped by workshop participants into the following larger categories:

Category	Issue Number	Streetscape/Open Space	2 votes
Planning/Zoning	6, 8, 23, 24, 31	Buses	1 vote
Buses	17, 20, 21	Funding	1 vote
Business Diversity	1, 26, 31, 32	Trash	
Streetscape/Open space	4, 11, 22, 30	Public Workshop	
Building Design	5, 12, 13	May 2, 1990	
Trash	18, 19	A second public workshop was held to review the draft of the Carrboro Downtown Business District: Guidelines for Design.	
Downtown as Center	2, 29	The documents format and organization was explained by the architects. The "Urban Design Goals" were reviewed and discussed in detail. The participants were given a hypothetical situation and asked to use the document for that situation, in small groups. The groups presented and discussed their experience in using the document.	
Street Environment	9, 10, 14, 28		
Parking	7		
Safety in Urban Areas	15, 16		
Funding	25		
Business/Resid. Interface	3		
The categories were prioritized by voting. The hierarchy was:			
Planning/Zoning	18 votes		
Parking	15 votes		
Building Design	7 votes		
Downtown as Center	6 votes		
Street Environment	6 votes		
Business Diversity	5 votes		
Safety in Urban Areas	4 votes		
Business/Residential Interface	3 votes		

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